

VCU MAGAZINE

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Cover: Problems common to the elderly are the focus of several courses now being offered at VCU. For a look at some of the programs and activities designed to increase student and public awareness of the plight of Virginia's 622,000 citizens over the age of sixty, please turn to page 6. Cover designed and illustrated by Ted Porter, University Graphics, Department of Communication Arts and Design.

Photographs by Bob Strong

VCU goes to the NIT

Just as this issue was going to press, the Rams received word of their selection to play March 9 in Detroit in the National Invitation Tournament. They drew as their first-round opponent the University of Detroit, a team which was ranked sixteenth in the nation by the Associated Press. The Rams, making their first appearance in the NIT, carried into the game a record of twenty-four wins and four losses. Detroit, twenty-four and three for the season and playing on its own home court, was the odds-makers' favorite. But the role of underdog was nothing new to the Rams.

Since the story "Our Winning Winning Ways," which begins on page 18, was written, the Rams scored a surprise victory over the University of North Carolina-Charlotte and concluded the regular season with wins over Old Dominion University, Samford University, and Randolph-Macon College. By virtue of their outstanding record—twenty-three wins and three losses—the Rams received their first postseason tournament bid. On March 1 VCU played nationally-ranked Georgetown University, winning by a score of 88 to 75 in the opening round of the Eastern College Athletic Conference's Upstate New York-Southern Division play-off. In the second round, the Rams lost to St. Bonaventure by two points in a game played March 4 in Rochester, New York, and broadcasted regionally by NBC television. The disappointing defeat kept the Rams from going to the thirty-two team NCAA tournament. Yet the disappointment was short-lived, as the Rams' spirits were boosted by their selection as one of sixteen teams to participate in the NIT.

Congratulations go to Coach Dana Kirk and the entire basketball team for their successful season. The Associated Press noted the remarkable play of junior Ren Watson, who received the AP's All-America honorable-mention designation. Watson, along with senior Gerald Henderson, and three freshmen—Danny Kottak, Edmund Sherod, and Penny Elliot—were the stalwarts of the men's basketball team.

Besides our feature on athletics at VCU, this issue contains an informative article on sex-role stereotypes by Barbara S. Fuhrmann, as well as the results of a survey conducted by Robert A. Armour



and J. Carol Williams on funeral costs in central Virginia. There is also a story about various efforts underway at the university to improve the lot of Virginia's growing population of elderly citizens. We hope that you enjoy reading the articles and invite your comments. As in past issues, the illustrations featured on the following pages are the work of students in the Department of Communication Arts and Design.

G.B.R.

Androgyny:

Getting rid of sex-role stereotypes

Barbara S. Fuhrmann

Sugar and spice, and everything nice;
That's what little girls are made of.

Snips and snails and puppy dogs' tails;
That's what little boys are made of.

I, like you, grew up hearing and believing the messages in nursery rhymes. These seemingly harmless, cute lines combined with the expectations of our parents, teachers, and friends ("Boys don't cry; girls are quiet"), the activities we saw adults engaging in (fathers leaving home for work and returning tired; mothers tending to household chores and making things comfortable for their husbands and families), and the portrayal of adult males and females in the ever-present media (women concerning themselves with remaining attractive; men, with making important decisions) taught us all at an early age that girls should be sweet, gentle, passive, neat, tender, caring, attractive, selfless—and stupid. Boys, however, should be clever, adventurous, strong, unemotional, aggressive, powerful—and successful.

This influencing of children to see themselves and their futures in narrow, stereotyped ways limits their present behavior, so that little girls play house while little boys play Superman. It also limits their future career choices, so that the bright, active, verbal girl-child grows up to be the receptionist for the highly skilled, highly paid surgeon who developed from a mischievous, nonachieving boy-child.

Our society is inundated with these stereotypes. For many years traditional notions of masculine and feminine seemed to serve us well, but that time is past. In the modern, technological society that is twentieth-century America, these roles are no longer functional. Today's world requires all people to be flexible, to be able to adapt to change, and to control their world. That requires both activity and passivity, emotionality and rationality, strength and nurturance, followership and leadership. In the newest language, a healthy personality is *androgynous* (*andro* meaning "male" and *gyné*, "female").

In a truly androgynous world, men and women would, of course, maintain

their natural differences, but would be encouraged to develop and express the *psychological* characteristics that were previously assigned solely to the other sex. Men would be allowed to feel, women to think, each with no threat to the other, and our stereotyped ideas of "proper" roles for each would be abandoned. Androgyny does not mean unisex, but rather a healthy appreciation for and nurturance of the psychological complexity and potential flexibility and harmony that is a human being. Instead of sugar and spice, or snips and snails, each individual is both, as suggested in these lyrics by Dan Greenburg from "Free to Be . . . You and Me":

My dog is a plumber, so he must be a boy
But his favorite toy is a little play stove with pans and with pots
And he plays with it lots, so he must be a girl, which kind of makes sense,
Since he can't throw a ball and he can't climb a fence,
But neither can Dad, and I know he's a man,
And Mom's a woman, but she drives a van.
I guess the trouble is deciding what somebody is by what he does well.

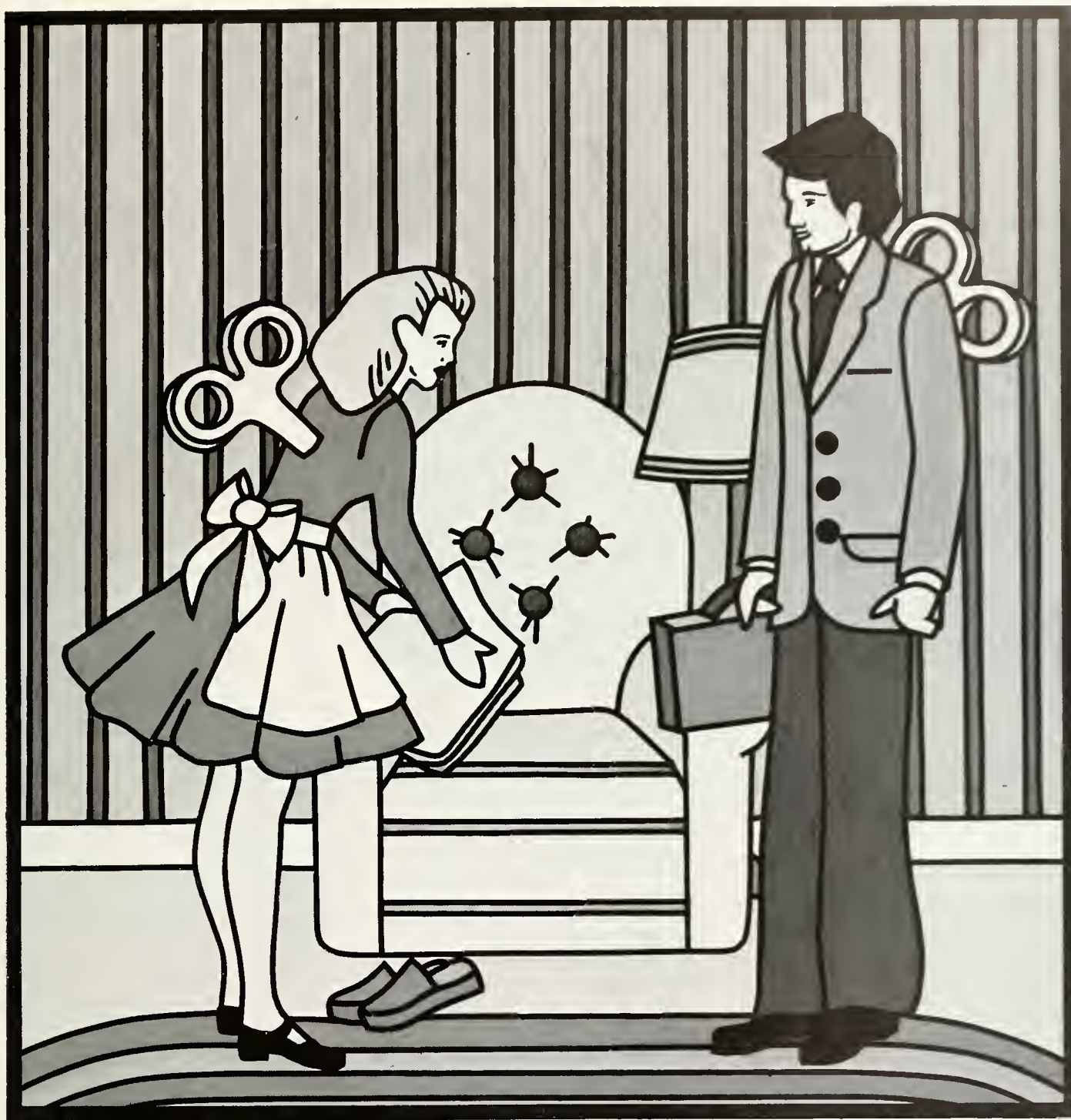
Speculation concerning the roles of men and women in ancient history includes the assumption that perhaps early societies were matriarchies, with women predominating precisely because of their power as child-bearers. These women were probably independent producers whose activities and decisions determined the life-style of the society, much as the activities and decisions of men today determine modern life-styles.

In the ancient tribal communes, children were not the responsibility of parents alone, but of the entire community. In fact, parenthood as we think of it did not exist. Fathers were not identified, and mothers were often no more important than any other adult woman. Children interacted with and were cared for by all the adults in the community.

But somewhere between five thousand and eight thousand years ago, life-styles began to change from tribal communes to extended families in which large numbers of related individuals shared an agrarian existence, to the modern nuclear family in which men leave home to work.

The role of the male as breadwinner probably began with the evolution of the extended family, in which the oldest male was the source, both literally and figuratively, of all family life. In an agrarian economy, the "family" became important as the keeper of the land. Abundant progeny was valued, both for its potential contribution to the work of the farm and for its assurance that the family would indeed prosper and regenerate. In order to produce large families, women were pregnant much of the time (fifteen to twenty pregnancies were not unusual for a woman) and nursing babies the rest of the time. They therefore began to assume the duties most closely associated with child rearing and most likely to keep them near the house. The domestic role was essential to the healthy maintenance of the family, and women became dependent upon men as providers. Families usually enjoyed a unity of purpose and a clear understanding of and appreciation for the contribution of each member. Even the smallest child contributed meaningfully.

Specialization of function increased further with the coming of an industrial economy, which forced men to leave home to support their families. Extended families broke into small, nuclear units, with each man responsible for the maintenance of only his immediate family. Communal child care and the family as a self-contained unit that provided for all its needs were no longer possible. Instead, the man became the sole breadwinner, maintaining his family not through cooperative effort, but by leaving the family to pursue work isolated from the family. The woman became the domestic, whose children were reared solely by her in a small home isolated from the father's work. Further industrial development added to the separation of function, with trains,



planes, and autos carrying fathers further away, and mechanical helpers, fewer children, and birth-control reducing the time required for women to keep house and tend to children.

What began in early agrarian societies as a necessary and functional division of labor was further supported by traditional interpretations of the Old Testament, interpretations which emphasized the moral rightness of the separation of roles. But this rigid division of labor and its attendant division of psychological function has become, in a highly technological society, an exaggerated specialization that not only alienates one

sex from the other, but also actually prescribes a narrow and psychologically unhealthy future for each newborn solely on the basis of its gender.

It has become increasingly evident over the last ten years that such sex-role prescriptions are psychologically and physically detrimental in modern society. The prescriptions start at birth. Adult interactions with infants are determined by the infant's sex. Not only do parents treat boy babies differently than they treat girl babies, but strangers also react to infants on the basis of sex, as displayed by the color of the child's clothing. A baby dressed in blue overalls

is called "quite a little man" and "a real bruiser" and is likely to be gently punched or chucked under the chin, while the same baby dressed in pink ruffles is called "a sweetheart" or "darling" and is softly stroked. Even the adult's voice tone is different.

For the first six months of life, boys get more attention from their mothers than girls do. By the age of two, boys are encouraged to separate themselves from their mothers while girls are encouraged to remain close. The result is often seen by the time children enter nursery school or kindergarten. Boys display more inquisitiveness and seem to need more



Fuhrmann sits in the cockpit of the airplane she flies on weekend hops about the country.

be taken care of by the charming prince who (if they care properly for their bodies and faces) will sweep them off their feet and lead them to the "happy ever after." Girls learn to wait, to be not too intelligent, and to concentrate on looking good, for their success depends upon their ability to attract the right man.

Meanwhile, boys learn that they must be aggressive, active, and powerful. But these messages contradict the expectations that while in school they must also be quiet, mannerly, and, above all, academically successful. Further, all through the elementary years, girls mature earlier than boys and thus often do better at school tasks, making it even more difficult for the boys to succeed in all the ways expected of them. With such incredibly high expectations for success in all areas placed on little boys, is it any wonder that the vast majority of learning and behavior problems in schools belong to boys? Is it any wonder that in a society that measures male success by achievement and emotional control, the overwhelming majority of delinquent and criminal acts are committed by men and boys to whom the appellation "sissy" is so appalling that anything is better?

The Great American Male Stereotype (GAMS) requires achievement, competition, power, success, and virility. Emotionality, collaboration, and honest intimacy are so strongly devalued that the truly successful man may not recognize his need for them. Men are thus put in sexual "Catch-22": if they succeed in achieving GAMS, they are likely to die young, suffer from heart disease, hypertension, ulcers, or alcoholism, and never experience the joys of emotional closeness and nurturance of children. If they do not succeed in achieving GAMS, they are likely to be considered as weak, effeminate, and unmanly—or they may overcompensate and become criminally aggressive.

The double bind occurs for both sexes. Women who accept the traditional feminine stereotype of passivity, compliance, deference, concern with youth and physical beauty, softness, gentleness, and emotional instability will be valued by society during their young adulthood. However, once their primary achievement—the production of a baby or two—is past, they become little more than excess baggage, people who have let life slip away without developing intellectual or physical skills and who feel as over-the-hill as our technological society finds them to be. With no interest, no skills, and no chance to compete in the youth culture, they often find themselves alone—widowed or divorced, with no satisfying way of earning a living and too old to start anew the lives they abandoned many years before.

Women who do not accept the

frequent changes in activity than girls do. Girls seem more content than boys and are more likely to imitate domestic roles, such as playing with dolls and assuming household chores. A reasonable speculation is that this may be due to the continual presence of a female role-model to emulate, whereas little boys can role-play grown men only in the latter's leisure activities. With their daddies off to jobs that are outside the experience of childhood, boys often have no consistent male role-models to pattern their activities after. As a result, they sometimes develop elaborate fantasies about what their daddies do.

Once in school, the stereotypes are further reinforced. Elementary schools are primarily female institutions, with the values of passivity, conformity, and quiet supported in classroom after classroom. Because most elementary teachers are women and most administrators are men, the traditional roles of nurturing women and decision-making men are further enhanced. From these social realities of the schools and from the ever-present textbooks, children continue to learn the unspoken rules that boys are active doers who take risks while girls are passive waiters who care for the needs of the doers. Children's readers over-whelmingly portray these stereotyped roles in which boys seek adventure and find success, and girls wait for someone else to provide them with happiness. In social studies and

science texts, the roles continue. Men are the active solvers of the world's problems while women, when they are portrayed at all, feed and care for the necessary but mundane affairs of everyday life.

The learning of sex roles is thus unavoidable, for the messages come from parents, teachers, the curricular materials, and the life-style of the schools themselves, to say nothing of the roles portrayed by that great American babysitter—the television set. Advertisement after advertisement depicts women weighing the durability of one paper towel versus another, while men revel over a beer in a job well done. It is a fact that children see women performing menial, unexciting tasks and putting on makeup and perfume to attract men, while they see men leaving home for who knows what adventure and returning to be waited on by women. Is it any wonder that little girls and little boys both read "boy's" stories and play with "boy's" toys, while little boys generally ignore or refuse "girl's" stories and "girl's" toys? Is it any wonder that a majority of prepubescent girls express a desire to be boys, while virtually no young boys wish to be girls?

Thus begins for girls the development of the Cinderella syndrome—the belief that they need not plan their lives, explore possible alternatives or even look ahead, for the roles of wife, mother, and housekeeper will come. Their needs will

feminine stereotype are often seen as unacceptable adults. If a woman chooses a career rather than marriage and motherhood, she is an "old maid." If she goes into the business world, the traits valued in men are despised in her, and she is described as pushy, bitchy, stern, and cold. If she tries to combine career and family, she is likely to be expected to manage both simultaneously. If she succeeds, she may threaten others because of her competence, while if she finds two full-time careers overwhelming she is told she should have stayed home to begin with. She can succeed only by failing. The price comes in the form of unhappiness, marital discord, unfulfilled potential, and neuroses.

Finally, our rigid expectations that each sex develop only a part of its psychological potential results in the game described by editors Roszak and Roszak in their forward to *Masculine/Feminine: Readings in Sexual Mythology*:

He is playing masculine.

She is playing feminine.

He is playing masculine *because* she is playing feminine. She is playing feminine *because* he is playing masculine.

He is playing the kind of man that she thinks the kind of woman she is playing ought to admire. She is playing the kind of woman that he thinks the kind of man he is playing ought to desire.

If he were not playing masculine, he might well be more feminine than she is—except when she is playing very feminine. If she were not playing feminine she might well be more masculine than he is—except when he is playing very masculine.

So he plays harder. And she plays . . . softer.

He wants to make sure that she could never be more masculine than he. She wants to make sure that he could never be more feminine than she. He therefore seeks to destroy the femininity in himself. She therefore seeks to destroy the masculinity in herself.

She is supposed to admire him for the masculinity in him that she fears in herself. He is supposed to desire her for the femininity in her that he despises in himself.

He desires her for her femininity which is *his* femininity, but which he can never lay claim to. She admires him for his masculinity which is *her* masculinity, but which she can never lay claim to. Since he may only love his own femininity in her, he envies her femininity. Since she may only love her own masculinity in him, she envies him his masculinity.

The envy poisons their love.

He, coveting her unattainable femininity, decides to punish her. She,

coveting his unattainable masculinity, decides to punish him. He denigrates her femininity—which he is supposed to desire and which he really envies—and becomes more aggressively masculine. She feigns disgust at his masculinity—which she is supposed to admire and which she really envies—and becomes more fastidiously feminine. He is becoming less and less what he wants to be. She is becoming less and less what she wants to be. But now he is more manly than ever, and she is more womanly than ever.

Her femininity, growing more dependently supine, becomes contemptible. His masculinity, growing more oppressively domineering, becomes intolerable. At last she loathes what she has helped his masculinity to become. At last he loathes what he has helped her femininity to become.

So far, it has all been very symmetrical. But we have left one thing out.

The world belongs to what his masculinity has become.

The reward for what his masculinity has become is power. The reward for what her femininity has become is only the security which his power can bestow upon her.

If he were to yield to what her femininity has become, he would be yielding to contemptible incompetence. If she were to acquire what his masculinity has become, she would participate in intolerable coerciveness.

She is stifling under the triviality of her femininity. The world is groaning beneath the terrors of his masculinity.

He is playing masculine. She is playing feminine.

How do we call off the game?

How do we stop the game? The optimists among us say that society is already well on the way toward stopping it. The pessimists contend that the identifiable beginnings are merely tokens that will have no lasting impact. I identify myself as a guarded optimist. Changes have occurred and will, I think, continue: Publishers have adopted policies that should eventually eliminate sexist language and sex-role stereotyping from all textbooks. Career guidance efforts include helping young people broaden their occupational outlooks. Women and men are being encouraged to adopt new career orientations. Fathers as well as mothers are learning child care and parenting skills. Fathers are being recognized as being important in the birth process. Children's toys and games are beginning to offer nonstereotyped activities. Popular television talk shows are airing progressive views. Some dramatic and comedy shows are depicting nonstereotyped roles. Schools are offering athletics for girls and homemaking skills for boys. Both boys and girls

are being taught to recognize and express emotions.

At VCU, both overt and more subtle activities are helping to broaden attitudes and raise awareness of the problem. The university has an affirmative action document, a broadly-based affirmative action committee, and school-level affirmative action committees that are examining personnel practices. University publications are carefully edited to avoid sexist language, and course descriptions and syllabi in many departments have been rewritten. The university offers credit courses for women considering career changes, about the history of women and women's issues, and for both mothers and fathers who wish to improve their parenting skills. Noncredit activities are available in the areas of women's awareness, men's awareness, male-female communication, and marital relationships. Residence hall advisors are trained in nonsexist techniques. The Management Center offers assertiveness and management training to various organizations in the Richmond area. Potential teachers, counselors, and school administrators are exposed to the sexist nature of schools and curriculum and are challenged to make necessary changes.

Less directly, some faculty in every school are including a thread of awareness of sex-role stereotyping in a wide variety of courses, from nursing and sociology to history and literature. A young male instructor is seen carrying his infant daughter snuggled against his chest. Young men are encouraged to work with young children. A notice on a bulletin board in the School of Dentistry rescinds the dress code that was designed when only men were dental students. VCU hosts a conference for women administrators and supports a counseling service for people experiencing midlife changes. Athletic scholarships are available to women. Although in some ways these are small changes affecting only a limited number of people, they are nevertheless visible and documentable, and therefore significant.

Although I became conscious of the pervasiveness of sex-role stereotyping about ten years ago, I still have not achieved the sense of psychological freedom from sex roles that I desire. Ten years for an individual, how much for a whole society? With continued positive effort, our grandchildren may inherit the only positive sex role—and live to see a truly androgynous society. □

Since joining the School of Education faculty in 1972, Barbara S. Fuhrmann has conducted several Awareness Series workshops of special interest to women; the most recent, held in February, was entitled "On Being a Woman." Fuhrmann, an assistant professor earned her doctorate at the University of Massachusetts.



Old age might not be so bad after all

*The sixth age shifts
Into the lean and slippered pantaloons,
With spectacles on nose and pouch on
side. . . .
Last scene of all,
That ends this strange eventful history,
Is second childishness, and mere oblivion,
Sans teeth, sans eyes, sans taste, sans
everything.*
—SHAKESPEARE, *As You Like It*

One may not want to accept it. One may even try to postpone it. But one cannot successfully elude the gradual degeneration of one's body that comes with old age.

Along with physical decline, which accompanies life's seventh age, comes a psychological and environmental predicament which may be worse to bear. Long ago and far away the aged may have been looked up to as wise and venerable, but not today. In the United States, the elderly are often considered a burden, or not considered at all. Just look at the portrayal of old people on television. Comedians and situation comedies regularly depict them as witless and senile, as objects of ridicule and laughter.

Fortunately, though, not everyone finds amusement in the plight of the elderly. Some have even decided they deserve better. There is a drive on the national and local level, and within the university as well, to try to improve the lot of the aged, to understand the aging process, and to decide what to do about our older people. The trend away from the extended-family living situation does not seem to be reversing, but there does appear to be an increasing consideration for the comfort and happiness of society's older members.

Courses on aging—social policies and programs for the elderly, recreational programming for older adults, and educational implications of the aging process—are cropping up in the university's curriculum. There is even a new master's degree program designed to prepare professionals interested in working with the elderly. Managers for nursing homes and other long-term care facilities are being trained in an undergraduate major offered jointly by the

School of Business and the Department of Hospital and Health Administration.

Every school within the university—from the School of the Arts to the School of Nursing to the School of Social Work—has persons interested in aging. For example, a graduate teaching assistant in the theatre department uses creative dramatics in working with residents of a retirement center, an activity she hopes will result in their forming a theatre group of their own. A nursing school professor researching loneliness interviews widows at an old-age home and finds to her surprise that few are actually lonely. An assistant professor in the School of Social Work spends a summer persuading hundreds of area merchants to offer senior citizens discounts on goods and services.

In addition, the university also has people looking into the medical treatment of the elderly, their physical and emotional fitness, and public policy relating to the aged.

Less than two years ago, VCU began offering its Master of Science degree in gerontology, the only degree program of its kind in Virginia. Currently, the program enrolls thirty-two students—some of whom commute from as far away as Baltimore and Virginia Beach to attend the nighttime classes.

According to the acting director of the gerontology program, Iris A. Parham, Ph.D., assistant professor of psychology and gerontology, the two-year course of study is "multidisciplinary in nature with psychologists, sociologists, and health care professionals involved in teaching courses related to the aging process." Four full-time faculty members teach such "core" courses as the biology of aging, the psychology of aging, social gerontology, aging and human values, and the politics of aging. By concentrating in either adult services, education, or administration, graduates are prepared for a variety of professional careers in gerontology. In fact, 90 percent of the students currently enrolled in the program are already employed full time by agencies serving the aged.

Besides the state's need for educated professionals to "implement programs which really enhance the quality of life

for elderly persons," Parham cites the need to "dispel the myths attached to aging." She ticks off five common stereotypes:

- most of the elderly live in nursing homes
- old people are resistant to change
- overall intelligence declines with age
- sex is inappropriate for older adults
- persons living long enough become senile

The facts, however, are these:

Contrary to popular belief, the majority of the elderly do not live in nursing homes. The U. S. Department of Health, Education, and Welfare estimates that only 5 percent of the 23 million Americans over sixty-five are confined to institutions. As for old people's being resistant to change, Parham states: "The ability to change depends more on previous and lifelong personality traits than on anything inherent in old age."

Kenneth Solomon, M.D., assistant professor of psychiatry at MCV/VCU, dispels the myth concerning the elderly's loss of intellectual capability. He says research has shown "old people take a little longer to learn new information, but once it is learned it is retained longer than by a younger person."

Another of the pervasive stereotypes is that older people have no interest in or capacity for sex. According to gerontologists, the elderly need only a reasonably good state of health and an available and interesting partner for regular sexual expression. Parham points out the amount of sexual activity in old age is highly correlated with the individual's activity pattern earlier in life.

Although the notion that the old are senile is widely accepted, specialists in gerontology explain that senility is actually a layman's term used to categorize the behavior of the old. Parham notes, for instance, that if a young person forgets his keys it is because he is busy or under stress, whereas if an older person forgets his keys it is attributed to senility.

There is, however, a serious disorder commonly known as *senile dementia*, or chronic brain syndrome, which is no



Parham, acting director, supervises the gerontology program from her second-floor office located at 1617 Monument Avenue. The Virginia Center on Aging occupies the first floor.

myth. According to Solomon, a geriatric psychiatrist, senile dementia afflicts some 2 to 3 percent of those between sixty-five and seventy-five and a steadily rising proportion of those older.

Its symptoms are loss of memory for both recent and distant events and disorientation as to time and place. In severe cases, a demented old person may no longer remember his own name or birthdate. A few even forget all language, though such cases are extremely rare.

"Eighty percent of all people over the age of seventy-five do not have any major signs of memory loss, confusion, disorientation, doddering, and all of the other stereotypes that we have of old people," emphasizes Solomon.

By all odds the most common psychological problem of old age is depression, usually brought on by loneliness, loss of family and friends, and a sense of diminished physical well-being. "If the old person gets hit with one crisis after another, it can lead to a major clinical depression," states Solomon. Fortunately, the condition can be relieved with antidepressant drugs and psychotherapy. Contrary to a "psychiatric myth," explains Solomon, psychotherapy "really does work with old people." He has found that old people are motivated to change, and that many even respond to therapy better than do younger persons.

To find out more about depression among the elderly, Solomon is currently engaged in a study involving twenty depressed individuals, all over the age of sixty. He hopes, among other things, to determine the effectiveness of certain antidepressant drugs. Although psychiatrists have generally assumed that such drugs work equally well on young and old patients, Solomon wants to find out just how effective they really are for older persons. He suspects that physiological changes that occur with age may cause the antidepressant drugs to react differently in the older age group.

Another of Solomon's research interests is in the area of societal attitudes towards the elderly. Last November he reported at a Gerontological Society meeting the results of study comparing the attitudes of health workers today with those of thirty years ago. "We found that among medical students, interns, and residents there had been no change in the acceptance of the stereotypes" states Solomon. "Female interns and residents, in particular, hold to the stereotypes much more so than any other group ever tested in the thirty years of the literature" on aging. In spite of more information available, more people working with the elderly, and more old people, says Solomon, these health workers still view the aged as senile, poor, unproductive, and so forth.

Photographs by Bob Strong

Parham and Thomas P. Moeschl, a graduate student, have done similar studies involving groups of VCU sophomores. One such survey involved the students' rating from "not at all accurate" to "very accurate" sixty-four adjectives—such as energetic, cautious, rigid—for a thirty-year-old person and for a sixty-year-old person. They found that younger women hold more negative attitudes towards the elderly than do younger males and that patterns of age-stereotyping behavior are quite different for blacks and whites.

Jodie L. Teitelman, a doctoral candidate in psychology at VCU, has also conducted a study of age stereotyping, particularly as it relates to attitudes towards sex. After surveying some one hundred adults ranging in age from nineteen to ninety-two, she reports that those questioned thought sex was appropriate for young adults, less appropriate for those between thirty-one and fifty-three, and least, or not at all, appropriate for older adults—those between fifty-four and ninety-two.

"While studies do show a decline in sexual activities with old age, they also show that sexual activity does persist throughout life," notes Teitelman. "But our stereotyping of people traps us into believing otherwise. It's possible that the stereotyping itself may be one reason for a decline in activity of all forms in older people."

Solomon agrees: "Old people accept the stereotypes of the elderly more so than any other population group, which incidentally becomes a self-fulfilling

prophesy." He points out that people begin labeling their own behavior, which may be no different from what it was years before, as "old age" simply because they may now have gray hair.

How can society change its negative attitudes of aging? That is one of the many questions Parham and her colleagues are trying to answer. "We are interested in developing techniques for intervention," she says, "that is, How can one change negative attitudes toward the elderly? and How long-lasting would those changes be?"

One possible solution, suggests William F. Egelhoff, assistant professor of gerontology, is to add courses in gerontology—the study of aging—to school curriculums, beginning in the elementary grades. Such instruction should start with young children, he says, "so that we don't give them the same prejudices and myths about aging that most of us have grown up with." He also proposes that medical schools require their students to study geriatric medicine, noting that few presently do, despite the fact that people over sixty-five fill a third of the nation's hospital beds and account for 50 percent more physician visits than do younger patients.

Although the School of Medicine on the MCV Campus does not yet offer any courses in gerontology or geriatrics, the subject of aging is covered in many of its regular course offerings. And as elderly patients occupy a significant proportion of the beds at MCV Hospitals, medical students, interns, and residents are

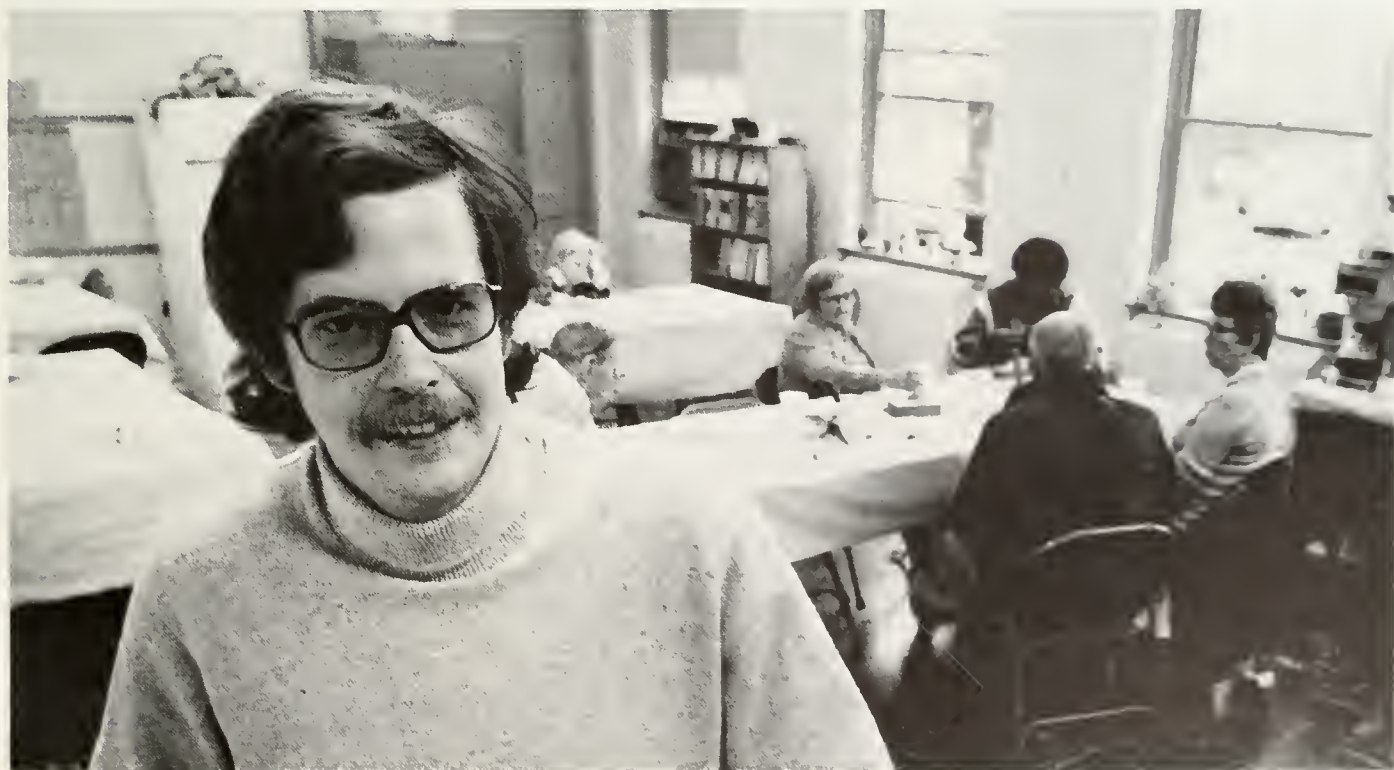
regularly exposed to the diseases associated with old age.

Besides teaching a course on the ethics of aging, Egelhoff is the gerontology program's political specialist. "The politics of aging is something that we are going to have to reckon with," he says, explaining that older Americans have the best voter participation of any age group. Furthermore, "one out of every seven registered voters is over sixty-five, and in the last national election one-third of all the votes cast were cast by persons fifty and over.

"As we move into what we call the graying of America, more and more voters are going to be elderly. Already, Congress is very much aware of this. Witness the stand it took on eliminating mandatory retirement. That bill passed the House and the Senate by overwhelming majorities," states Egelhoff.

While elderly voters are often characterized as conservatives, Egelhoff says they cannot be stereotyped. One generalization he has been able to draw from his own study, though, is that the elderly retain their party loyalties much more strongly than do younger voters. He also says there are fewer Independents among the older generation and the elderly are less inclined to switch parties. Speaking of older voters, Egelhoff states: If they were liberal when they were young, chances are they will continue to be liberal when they are older.

"Generally, the elderly do not vote as a bloc," says Egelhoff. He does, however, recall a notable exception: their



Arling, director of the Virginia Center on Aging, visits Stuart Circle Center, which operates a federally funded day care program for the elderly.

rejection of Senator Barry Goldwater's bid for the presidency in 1964. According to the former Episcopal priest turned gerontologist, Goldwater's suggestion that social security be made optional cost him votes among older Americans.

The old also tend to vote heavily against school bond issues, largely for fear of tax increases. Their position on such matters affecting their pocketbooks is understandable, suggests Egelhoff, citing as a reason "the difficulty older people have living on fixed incomes in times of inflation." On the average, incomes are reduced by half after retirement, he says. "It is kind of hard not to be thrifty when your income is cut in half."

Not only are the elderly making their presence felt at the ballot box, but they also are responsible for changes affecting every working American. Just last year, for example, Congress voted to triple social security taxes over the next ten years. And as the number of those over sixty-five increases—from 23 million today to 31 million by the year 2000—sweeping changes are likely to occur throughout society. In fact, some liken the changes ahead to a revolution.

"All you have to do is to take a look at what we call the moving bubble of the World War II baby boom," says Egelhoff, referring to the 43 million Americans—one-fifth of the present population—born in the decade after the war. Those born during the postwar years swelled school enrollments in the fifties and sixties and flooded the job market in the seventies. By the eighties and nineties they will be middle aged, and early in the next century will reach retirement.

"When that bubble hits the twenty-first century, are we going to be prepared?" asks Egelhoff rhetorically, and adds, "We've got about two or three decades in which to prepare for the changes that are going to take place."

"Many experts say that there will be more students who are retired matriculating in our universities than there are young people preparing for a career. The whole complexion of our colleges and universities is going to change," he predicts.

Inevitably, the growing population of old people will force dramatic changes in U. S. education. Already, more and more adult students are enrolling in the nation's colleges, partially offsetting the decline of traditional students. According to a survey conducted by the Virginia Office on Aging, more than 2,000 persons sixty years of age and older were enrolled in Virginia's institutions of higher education during the 1975-76 academic year. No doubt, that figure has increased and will continue to rise as colleges and universities expand educational opportunities for older adults.

Similarly, institutions have increased their offerings in gerontology and

courses related to aging. An Office on Aging survey found that the number of such courses quadrupled between 1973 and 1976. At last count thirty-four of Virginia's seventy-one colleges and universities offered a total of 105 courses in gerontology. Nationwide, some twelve hundred institutions responding to an HEW survey reported that they are engaged in gerontology education or offer special educational programs for older adults.

A focal point for statewide research and education in aging is the Virginia Center on Aging, located at VCU. Last year the university received a \$57,000 grant from the federal Administration on Aging to establish a multidisciplinary center serving not only VCU but also other institutions of higher education and both public and private agencies in the state.

According to its director, Gregory W. Arling, Ph.D., the center's purpose is "to stimulate the development of gerontology programs in colleges and universities" and "to get academic researchers involved in aging." Over the next two years, seed grants will be awarded for technical reports and research designs. Data on the needs of older Virginians will be collected to help public and private organizations formulate policies related to health care, housing, economics, and community services for the elderly.

Other activities planned by the Virginia Center on Aging are a lecture series involving well-known gerontologists, the acquisition of materials for a training resources library, and the publishing of a bimonthly newsletter for those interested in gerontology.

Elsewhere in the university there is ample evidence that students are being encouraged to understand the problems of the aged through a variety of innovative courses. One such course, offered by the theatre department, is called the Living Newspaper Project and was inspired by a 1930s Federal Theatre Project of the same name. Now, as then, the concept behind the living newspaper is to dramatize current events on stage. Patch Clark, who teaches the class, likens the living newspaper to a television documentary. "The difference," she explains, "is that the television documentary uses real people involved in the topic, whereas the living newspaper hires actors."

The topic selected for VCU's living newspaper is "The Aging." Last fall ten students taking the class researched various aspects of aging. During one class period the students even experienced what it is like to be old and confined to a wheelchair. Their visiting lecturer handicapped them with distorting eyeglasses and earplugs and had them sit in wheelchairs with their hands tied.

This semester the students are writing a living newspaper script based upon their research into aging. The School of the Arts has even applied to several foundations for grants to enable the class to produce the script, possibly for public television.

Students in the mass communications department are likewise learning about the elderly. Some twenty-five students are helping instructor Charles A. Fair write, edit, and produce *Mature Life*, a bimonthly tabloid published by the Capital Area Agency on Aging. The first issue, which was printed in large-size type for failing eyesights, was mailed in December to 36,000 senior citizens living in Richmond and surrounding counties. In addition to a report on legislation changing the mandatory retirement age, the publication's initial issue featured student-written articles on a free lunch program for the elderly and contained items about the activities of older persons, one of them an eighty-seven-year-old wood carver. Besides the students' expertise in journalism benefiting another public agency, instructor Fair says the experience is valuable for the students, many of whom have never known any old people except perhaps their grandparents.

Graduate students in the School of Social Work have been assisting Robert L. Schneider, D.S.W., assistant professor and assistant dean, with various projects involving the elderly. During the summer of 1975 Schneider and several graduate students convinced more than five hundred merchants to offer those over sixty discounts of up to 40 percent. They then enrolled some thirteen thousand older people, providing them with identification cards to present when making their purchases. The following summer Schneider and a former marketing professor did an assessment of the discount program. "We found a person who really used the program could probably save anywhere from three to fourteen dollars a month," says Schneider. Today the Senior Discount Program, now under the aegis of the Capital Area Agency on Aging, has over six hundred participating merchants and lists some twenty-eight thousand card holders.

Schneider's most recent outreach project, conducted last summer, involved locating elderly residents who qualify for a federally-funded lunch program. With the help of nine students, he found nineteen hundred older people who meet the criteria for receiving nutritious meals and supportive services at twenty sites in the Richmond area.

It is possible that with people such as these looking out for the interests of the aged, with more social and educational opportunities for older people, and with better health care, getting old might not be so bad after all. □

The price of death

Robert A. Armour and J. Carol Williams



Williams and Armour (right) surveyed funeral homes in the Richmond area and found the cost of a funeral can range from \$600 to \$7,000.

On the average, Americans purchase a new car about every three years. But only about once in every fifteen years does the average consumer have to arrange for the funeral and burial of a friend or relative. Although this responsibility comes infrequently, the expenditure associated with death is one of the largest outlays of money an individual faces. Following the purchase of a home or an automobile and the cost of a college education or a lengthy illness, arranging for the disposition of the dead ranks as one of our most expensive and complex transactions.

The infrequency with which one must face making arrangements for the dead and the enormous cost of it are only two features which make the transaction unique. When someone is called upon to make such arrangements, decisions usually must be made in a relatively short period of time. For this reason, comparison shopping is generally out of the question. Additionally, many of us would not consider cost when the deceased is someone close to us.

One of the most striking features of the funeral transaction, however, is consumer ignorance. Those who are left to arrange a funeral generally are unaware in advance of the complexity or costs. Typically, the individual who makes the arrangements has little information readily available with which to prepare for the complex decisions to be made.

In the interdisciplinary course *Death: Myth and Reality*, which we teach, our students learn about the traditional American funeral, its cost, and alternatives to it. From this study, our students are better prepared to make knowledgeable decisions when a friend or relative dies. During the fall of 1977, with the help of our students, we surveyed the funeral homes, cemeteries, and monument dealers in the Richmond area, asking in each case what services were available and the prices charged for them. On the basis of the responses from these organizations, we can now present for your information an overview of the services and price ranges for the disposi-

tion of a body in central Virginia.

The results of our survey can best be understood if we take you step by step through the decisions a hypothetical person might have to make in arranging for a typical American funeral. A typical American funeral is one in which the body is embalmed and viewed in an open casket for several days before receiving ground burial. As we follow our hypothetical person, whom we shall call Oscar, through the arrangements he might make for the funeral of his father, we shall discuss the rationale for and the cost entailed by his decisions.

As the person legally responsible for his father's burial, Oscar was notified immediately upon his father's death. He then contacted a local funeral director and asked that the body be removed from the hospital and taken to the funeral home. The selection of the funeral home is particularly crucial, for once a home has possession of the body, it is unlikely that any survivor will want to move the body to another. Oscar's selection was motivated by the consideration that this

home had handled the arrangements for the burial of his grandfather several years earlier. The staff's sympathy, understanding, and efficiency were invaluable to him.

Since his father did not belong to a church, Oscar decided to have the services in the funeral home's chapel. And as had been the custom in his family, he decided that the casket should be open for viewing in the viewing (or receiving) room, but closed and covered with a floral arrangement of red and white carnations for the actual service itself. Having the casket open normally requires that the body be embalmed and that the deceased be made presentable for viewing. Oscar's father was as untidy at his death as he was in life. His face needed a shave, and his hair needed to be washed and trimmed before he would be presentable. And Oscar's father, who rarely wore anything in life dressier than tennis shoes and overalls, had in his closet only the suit he wore to his wedding thirty-seven years earlier. Fortunately, the funeral home had a selection of suits from which Oscar selected a nice-looking gray one.

Oscar's most difficult decision was the selection of the casket. Caskets, which are made of various woods and metals, range in cost from \$125 for a cloth-covered wooden one to more than \$6,000 for one of seamless copper. The interiors of the caskets usually come in satin, velvet, or crepe and have different paddings on which the body rests. In addition, caskets may expose the full body or only half of the body, and they come with or without a rubber gasket and mechanical device for sealing out air, moisture, and insects.

Oscar's choice here was determined by the total cost he wanted to spend on the funeral. Funeral homes use various methods of pricing. A few itemize each expense; others offer a single price for the entire funeral. This home, however, used another common method, functional pricing. On a card placed on top of each casket was the cost of the funeral broken down into four divisions: professional services, use of facilities, transportation, and casket.

The charge for professional services—\$450—includes many services one generally assumes to be part of the duties of the funeral director as well as other services one may overlook. Among them are embalming the body and preparing it for viewing; counseling the family; arranging with the cemetery for the opening of the grave; care and arrangement of flowers; arranging for police escort; preparing and filing necessary notices, authorizations, or consents; and filing for death benefits. The second division, use of facilities, was marked \$300. This included use of all the funeral home facilities, among them the reception room, the chapel, the embalming

room and the viewing room. The third category, transportation, priced at \$165, included vehicles needed to remove the body from the local place of death to the funeral home and to the cemetery, the flower car, and a family car. Oscar wanted to spend about \$1,200 to \$1,300 for the funeral; so he chose a sealed metal casket for \$420, bringing the total cost of professional services, transportation, use of facilities, and casket to \$1,335.

What we have just described as professional services, facilities, transportation, and casket are the components of a "standard adult funeral" as defined by most of the homes in the Richmond area. The average cost of this type of funeral in Virginia is \$1,335, according to the National Funeral Directors Association's *Services, Facts, and Figures Survey* (1977). But the standard adult funeral did not cover the full cost of burying Oscar's father.

Oscar decided to bury his father in the same cemetery in which his grandfather had been buried. Lots may be purchased there for \$250—an expense not covered in the standard funeral. A vault or other outer interment receptacle, required by this memorial park, cost between \$180 and \$1,200. The funeral home supplied Oscar with a vault for an additional \$285.

Oscar was pleased with the chapel service, with the appearance of the casket, with the flowers, and with the obituary. He had got exactly what he wanted, but he was surprised at the total charge for his father's funeral. The charges were in line with what Oscar should have expected: he had, of course, agreed to them in the initial contract he signed after his discussion with the funeral director. Oscar had just forgotten that so many items were not included in the price of the standard adult funeral and that, in agreeing to extra services, he was going beyond the \$1,200 to \$1,300 figure at which he had been aiming. In addition to the expected charges, Oscar discovered he had agreed to pay for clothes, a vault, a floral arrangement for the casket, copies of the death certificate, an obituary notice, police escort to the cemetery, an honorarium for the organist, a cemetery lot, and the opening and closing of the grave. These extras—totaling approximately \$940—brought the cost for his father's funeral and burial to \$2,280 (excluding the later cost of a monument). This figure was far more than the original sum Oscar had wanted to spend.

The cost of this hypothetical funeral and burial, however, is fully in line with the average cost of these services in the Richmond area. On the basis of the figures supplied to us by cemeteries and funeral homes, the cost for a standard adult funeral begins around \$900 and ranges upward, with more extensive services and extras costing considerably

more. Seven thousand dollars will buy a deluxe funeral with the finest casket and vault generally available. One could conceivably spend even more by purchasing an extremely costly casket and expensive clothes, and by requesting a fleet of white Cadillacs and a white hearse, as did Elvis Presley. Some goods and services expected by many people are not included in normal charges for a standard adult funeral and cost additionally: a vault or grave liner (ranging in price from \$180 to \$1,200); clothing (\$25-\$100); flowers (beginning at \$50 for an arrangement of red and white carnations); newspaper notices (\$25-\$100); honorarium for clergy (\$25-\$100, generally charged for nonparishioners); honoraria for soloist and organist (\$15 each); cost of death certificates (\$2 each); police escort (\$15); long-distance calls; nonlocal transportation; and sales tax. Neither does it include a cemetery lot (\$100-\$500), or opening and closing of the grave (\$75-\$275, with an additional charge for Saturdays and holidays). Later, the cost of a grave marker or monument (\$170 seems to be average in this area), the charge for installing it, and the cost of its foundation will add considerably to the burial expense.

Some 75 percent of American families select the type of funeral described above for their deceased, but funeral homes and other organizations offer a number of alternative means for dealing with a corpse. Some of these alternatives can save the family money; others permit the special wishes of the family or deceased to be observed.

Had Oscar not elected to have the body of his father viewed, the cost of the funeral could have been reduced considerably. The body normally must be embalmed, dressed, and made up before it is ready for viewing; and, of course, the funeral home charges for this service as well as for the rooms used for the viewing. If the family chooses to omit the viewing, many funeral homes will reduce their charges. Members of the funeral profession and others maintain that the viewing is an important aspect of grief therapy, during which family and friends can have one last look at the deceased, convincing themselves that the person is actually dead and at rest. For many people, grief therapy is the most important function of the funeral ritual and should not be omitted, but for others the practice is an unnecessary shock or expense. For the latter, omitting the viewing can result in a less costly funeral. The range of charges for embalming is \$80-\$100. Most homes charge about \$65 a day for their viewing space; so the savings can be considerable if the family has no need for a viewing. But because funeral directors prefer to work with a body which has been disinfected and because most people expect a viewing, funeral homes embalm bodies



as a matter of course unless the family specifically tells them not to do so, even though embalming is not required by law. If the family makes the decision not to embalm, the body should be disposed of within forty-eight hours. Embalming has the added effect of delaying the decay of the buried body, but it should not be considered a permanent preservative.

Oscar also had the alternative of excluding flowers at the funeral. They are expensive, and the funeral home may well include a charge for arranging them. Furthermore, a flower car is often necessary to transport flowers to the cemetery. Money normally spent on flowers can be contributed instead to a charity in memory of the deceased, but giving flowers has become one of the most important messages of sympathy available to many friends of the deceased or the survivors. The family may consider asking in the newspaper notice of

death that flowers be omitted and contributions be sent to charity; but while practical, such a move may frustrate the intentions of many friends. When we presented this option to our students on a recent examination, an overwhelming majority of them explained that they knew money could be saved or diverted to more permanent memorials, but that they preferred floral tributes. We suspect these students speak for a majority of people.

Oscar also could have reduced the cost of the funeral by selecting a grave liner rather than a vault. Almost all cemeteries require that the casket be placed inside some type of receptacle that serves as environmental protection and as a means of keeping the surface of the cemetery level when the casket eventually collapses. Many cemeteries, however, do not specify whether the receptacle must be a vault or a grave liner. Both are usually made of concrete, but the vault is

usually reinforced and can be sealed, preventing air, moisture, and insects from penetrating the casket. Vaults can range in price from \$200 to \$1,200. Grave liners, which are intended primarily to keep the earth from caving in, cannot be sealed and do not prevent moisture and insects from entering; but their cost is lower than that of a vault. They begin at about \$180. Receptacles can be purchased from either the funeral director or the cemetery, but the cemetery should be consulted to determine whether it has special requirements before the purchase is made.

Immediate burial is another alternative which was open to Oscar. This process entails having the body picked up at the place of death, taken as soon as is convenient to the cemetery, and buried. The major expense would be for transportation, an inexpensive casket, and whatever professional expenses the funeral director charges. The exact charges depend on the needs of the family, the extras asked for, and the price of the casket. Not every home offers immediate burial; but for those that do, the prices generally range from about \$400 to \$750, depending on the wishes of the family.

Burial was not the only alternative available to Oscar for disposing of the body of his father. He could have had his father cremated or could have donated the body to science. Of these two alternatives, cremation is the more common, although it still accounts for only about 5 percent of all disposals in America; the percentage in Richmond is probably lower. Cremation is a method of speeding up the natural deterioration of the body by exposing it to high heat for a short period of time (usually about two hours or so). The cremated remains (not really ashes in the normal sense) can then be buried, placed in a memorial spot at home or in a mausoleum, or scattered. At the time of this writing there were no laws in the commonwealth governing cremations, although it is possible some proposals may have been considered by the 1978 session of the legislature.

The crematory serving the Richmond area does not accept bodies directly from the family. The normal procedure would have been for Oscar to call a funeral director to pick up the body, take it to the medical examiner's office (so that he could certify that the person is in fact dead and that no foul play is suspected), and deliver it to the crematory. Oscar could then, if he wished, purchase a container for the cremated remains which can be buried in a cemetery or placed in a niche in the columbarium section of a mausoleum. Or Oscar could take the urn home and put it on the mantel or use it as a book end (there is a specially designed urn for this purpose). Or he could scatter the cremated remains from the top of a mountain or in a river.

Direct cremation would have cost Oscar about \$400. Of this figure \$90 would have gone to the crematory for the actual cremation and \$25 to the medical examiner; the rest would go to the funeral home for professional services and transportation. Some smaller homes and some in rural areas will provide cremation for a flat fee of \$125-\$150, plus expenses at the crematory and medical examiner's office. If, however, Oscar had wanted a regular viewing prior to cremation, he should have expected the cost to be approximately the same as those for a ground burial with viewing. If Oscar wanted an urn for the cremated remains, he could expect to spend \$50 to \$300; but he need not since the cremated remains would be returned to him in a simple but satisfactory container. If he wanted to bury the remains in a cemetery, the lot would cost \$100 and up; were he to wish a niche in the local columbarium, he would have to pay about \$325.

Oscar could have saved the entire cost of burial if he had donated his father's body to science to be used for training students at one of the three medical schools in Virginia. The State Anatomical Division is the agency that seeks out bodies for all three teaching hospitals; it can be reached in Richmond at 9 North Fourteenth Street (804/786-2479). There is no charge to the family. The state will embalm the body, use it for teaching, and then cremate it. A surprisingly large number of our students this fall were in favor of leaving their bodies to science. One may leave one's body to science and still have a funeral with viewing in the traditional way if the family so wishes, but the funeral director will have to take special care in embalming and coordinate with the State Anatomical Division.

A variation of donation of the body is the donation of various organs from the body. The South-Eastern Organ Procurement Foundation at 1825 Monument Avenue (804/353-7333) needs kidneys for transplants. Through a computer hook up, the foundation can match the donated organ with a recipient almost anywhere in the United States. The Medical College of Virginia/Virginia Commonwealth University is well known for its heart transplants, but many other hospitals are also able to perform less complicated transplants and all are in serious need of donations. The foundation can provide a card for the donor's wallet so that police or medical personnel will know that the dying person wishes to make an organ donation. Recently the state driver's license was revised to include an organ-donor designation. Corneas are sought by the Old Dominion Eye Bank in Richmond at 408 North Twelfth Street (804/648-0890). Many funeral directors are now trained to remove the eye and to rush it to the eye bank for use, a public service they

perform free of charge. If only organs are donated, the family may then dispose of the body in whatever manner it wishes.

Oddly enough, there is no way Oscar's father could have insured that his personal wishes for his body were carried out. Legally, the body becomes the quasi property of the survivors, and they can do as they wish: he had to rely on the good nature of his son. Arrangements individuals wish to make for the disposition of their bodies should be discussed with their next of kin. It is very important that others in their families know what they want done and why. Simply putting requests in a will is not enough; the will may not be opened until after the funeral. There are two ways, however, Oscar's father could have attempted to secure the kind of arrangements he wanted. First, he could have made his own arrangements with a funeral director before he needed them. He could have made important decisions about the style and expense of his own funeral at a time when neither he, his family, nor his friends were under pressure, emotional strain, or guilt. The funeral director would have made a record of his wishes, and at the time of death would have taken care of the situation. Some few funeral homes will allow a person to pay for the desired services at the time the prearrangements are made. A contract is agreed to by both parties, signed, and recorded with the local court. The money is placed in trust and the interest is used to cover increases in the costs due to inflation. These directors guarantee that the person will get what he or she wants. Other funeral homes, however, will not accept the money now because they fear that the interest will not keep up with inflation. They will keep a record of the person's wishes and tell the person what the approximate cost will be so that plans for financing the costs at death can be made.

Another choice for Oscar's father would have been to join the Memorial Society of the Greater Richmond Area, located at the Unitarian Church at 1000 Blanton Avenue (804/355-0777). For a membership fee of only a few dollars, the Memorial Society gives its members the opportunity to list their wishes for the disposition of their bodies; the society works with funeral directors to assure that the wishes are carried out. The Memorial Society does not dictate the type of arrangements its members make, but the emphasis is on avoiding unnecessary expenses.

Finally, it should be noted that the services and prices discussed here do not necessarily pertain to a child or a pauper. Most funeral homes have special arrangements for children and for people who die without the means to pay for a funeral. Area funeral directors assure us that no one who needs a funeral will be

turned away, but obviously each director will consider individually each case of financial disability.

The large number of decisions about a funeral and disposition of a body can be confusing for even the well-informed. The list of alternatives, the complex pricing, and the emotional strain make decisions complicated. We tell our students that arranging for a funeral and burial is not like purchasing a stereo. The buyer of a stereo can buy speakers here, the turntable another place, and an amplifier at still another place. But the purchaser of a funeral cannot buy embalming from one funeral home, a casket from another, and transportation from another. The fact that one home might charge less for embalming than another does not make nearly as much difference as what the total cost for all of the home's services might be. Additionally, it is impossible for us to place a monetary value on the personal understanding and sympathy offered by the staff of any funeral home.

The prices mentioned in this article are those given to us by funeral homes in the greater Richmond area. Costs vary from one funeral home to another; all we can do is suggest the ranges of expenses the family of a deceased person might expect. Since it is all but impossible for the family to do comparison shopping after the death, we make these suggestions: discuss your own desires with your family when you are not under emotional or physical stress, decide how much service you are willing to pay for, decide on the means of disposing of the body that best suit your needs and those of your family, and make sure you have the insurance or other funds to pay for what you want. You should not hesitate to consult with funeral directors during this planning process; you would want to seek the one that combines the price you are willing to pay with personal qualities that meet your expectations.

Not all funeral directors cooperated with us and our students in this survey, but those that did seemed eager to help the public understand the intricacies of arranging for a funeral and disposing of the body. Those that helped us have demonstrated that the American public does not have to remain in ignorance about one of the major events in our lives. These directors, and the two area associations that speak for them, are to be thanked. □

Robert A. Armour, associate professor of English, and J. Carol Williams, assistant professor of philosophy and religious studies, teach the course Death: Myth and Reality. Armour, who joined the faculty in 1963, earned his Ph.D. degree at the University of Georgia. Williams came to VCU in 1974 after receiving her Ph.D. at the University of California at Davis.

Someone's in the kitchen

Ann Robbins's office on the seventeenth floor of West Hospital blazes with sunlight from tiers of paned glass windows. Originally, the pyramid atop the thirties-style building was used for apartments. But now Robbins and other dietitians share the space with the Jefferson Davis Memorial Chapel, the patient library, and a storage area for rental television sets.

After pointing out the commanding view of the James River and historic Church Hill to a first-time visitor, Robbins settles into a chair by a conference table where two colleagues soon join her. Together, they start talking about the dietetic internship program, which Robbins, a registered dietitian, has directed since 1971.

The program at MCV Hospitals, she explains, "is one of the oldest in the country," having been established in 1929. The first, she recalls, started in Boston only four years earlier.

"As the science of nutrition has expanded and become much more refined, so has the program," says Robbins. "At one time an internship was pretty much an apprenticeship, with interns working alongside dietitians. But now it is much more educational in nature. It is an extension of the four years of college."

Students accepted by any of the seventy institutions in the nation that sponsor dietetic internships have to meet criteria established by the American Dietetic Association, the profession's accrediting and certifying agency. Besides holding a bachelor's degree in either dietetics, nutrition, food science, or food service management, interns are expected to be proficient in chemistry, biology, biochemistry, sociology, psychology, and communication skills. Although internships can range in length from six to twenty-four months, MCV Hospitals' dietetic internship program

takes eleven months to complete.

This year fourteen women—two more than last year—are participating in the program, which began last August and will end in July. They were selected from approximately a hundred applicants and come from nine states—with one coming from as far away as Hawaii and another from as nearby as Richmond. When they complete their training, Virginia Commonwealth University will award them certificates and recommend them for membership in the American Dietetic Association. If they pass the association's certification examination, they will become registered dietitians.

Although more than one-half of all dietitians work in hospitals, numerous other employment opportunities also exist: dietitians direct food service operations for schools and industry; some go into private practice, providing nutritional counseling for patients referred by physicians; others serve on university



Dietetic intern Alice Neal, a former home economics teacher, gains supervisory experience while assigned to MCV Hospitals' main kitchen.



Lisa Phillips measures ingredients for a cancer patient's protein drink under the close supervision of **Joan Dobek**, a Clinical Research Center dietitian.

faculties or engage in research; and still others work in nutritional programs sponsored by public health agencies.

At MCV Hospitals, dietetic interns spend four days a week in either clinical dietetics or food service administration. Normally, they are assigned to various hospital units, such as obstetrics, adolescent medicine, and cardiac care, on a rotational schedule, spending two weeks in each area. Here they interview patients and counsel them on their nutritional needs. For example, they may explain a modified diet to a heart patient who needs to reduce his cholesterol level, calculate and write a special diet for an obese patient who must restrict his caloric intake, or consult with the medical staff as to a patient's progress and offer suggestions related to nutritional needs.

During one two-week rotation, interns are assigned to the hospitals' Clinical Research Center, where they work under the close supervision of a dietitian who directs the preparation of the highly specialized diets often prescribed for the unit's ten patients. Funded by a grant from the National Institutes of Health, the research center is engaged in a variety of patient studies, many of which require formula feedings or strict diet control. For example, one patient with a brain tumor is allowed only a special concoction carefully mixed by the unit's dietitians. Cancer researchers have prescribed a protein drink which lacks an amino acid thought to be essential to the tumor's growth. In essence, they hope to "starve" the cancerous cells.

In addition, interns counsel patients coming to the hospitals' nutrition clinic and teach classes in the community, many of them for senior citizens' groups.

They even further their specialization by spending two or three weeks with such affiliated organizations as the state health department, the school lunch program, the Dairy and Food Nutrition Council, Reynolds Metals Company, and McGuire Veterans Administration Hospital.

For their seven-week administrative rotation, dietetic interns are assigned to MCV Hospitals' main kitchen, located in the basement of West Hospital. Working under the supervision of staff dietitians and food service managers, interns gain experience in all areas of food service administration. They learn the basic principles of personnel management, purchasing, cost control, sanitation and safety standards, and the operation and care of kitchen equipment.

They also test new recipes before they are added to the hospital menu. Sometimes a recipe must be tried three and four times before it is perfected, as was a recently tested low-sodium creole casserole. Not only must the recipes prove to be tasty, but also the proportions must be standardized for large quantities and calculations made as to the nutritional value and cost per serving.

One day a week the dietetic interns attend class. They may spend the day, for instance, reviewing biochemistry. Or else they may go on a field trip. Reynolds Metals Company regularly opens its food service operation to touring interns, as does the Marriott Corporation's commissary, Fairfield Farms. Last fall interns even visited a navy tender so they could inspect food service facilities aboard ship.

As for the program's practical rather than theoretical nature, Robbins comments: "This is the time to take what has been learned in college and apply it."

Further evidence of the program's practicality is revealed in the nature of each intern's special research project. Currently, for example, intern Cheryl Margetin is analyzing the contents of various food products developed for people with cardiovascular disease. Once she determines the products' cholesterol and sodium content and other nutritive data, she plans to compile the information into a booklet to be given to heart patients at MCV Hospitals. The booklet will also contain information on ways the products can be substituted in recipes and a section on how diet relates to heart and blood vessel disease. Margetin knows that when her research project is completed, she will have a ready audience. The dietitian in the cardiac intensive care unit suggested the project, thinking such information would be useful for patients once they have left the hospital.

Despite all of the dietitians' good intentions, institutional food in general, and hospital food in particular, suffers a lackluster reputation. Typically, the boiled chicken, ham, or beef is as uninspired as the seemingly standard accompaniments (e.g., canned green beans, pickled beets, and congealed salad) are dull.

Robbins does not argue the point about hospital food "not having the best reputation in the world." But as she explains, mealtime "is the only pleasant thing that a patient has to look forward to. Everything else, basically, that gets done to or for him during the day has really been fairly unpleasant, so his expectations are pretty high. And of all the things that happen in a hospital, food is probably the only thing a patient does understand. So, whereas he may not be critical of the X-ray machine



Cheryl Margetin, a dietetic intern, explains a low-sodium diet to a cardiac surgery patient who must restrict her consumption of salt for at least six weeks following her operation.



Margetin confers with third-year medical student **Bryan Barnett** and staff dietitian **Jennifer Swint** about a patient's progress and nutritional needs.

because he doesn't understand X-ray machines, he may be more critical of the food service because he does understand food."

Actually, food served from the hospitals' kitchen is probably criticized less than that of many similar institutions. In fact, some say the food is usually pretty good. According to Robbins, "We don't get very many bad comments about the food. Basically, our food service is well accepted."

Before any food leaves the kitchen, it first must be approved by a "taste panel," usually composed of dietitians, dietetic interns, and food service supervisors. Each one rates every item to be served, scoring it either poor, fair, good, or excellent. If the panel decides a particular item is poor, it is pulled from the serving line and another is substituted. Additional seasonings or a longer cooking time can usually improve a fair rating.

The eight-day cycle menu at MCV Hospitals is reviewed frequently, allowing dietitians to add seasonal items and to substitute new dishes for those that prove to be unpopular. "We don't really use a lot of convenience foods," says Louise Hill, R.D., clinical instructor in administration. "We do get some frozen cakes and breads from Marriott's Fairfield Farms' kitchen, but most of the food we prepare ourselves."

Besides planning a general menu, dietitians must plan special menus for patients on restrictive diets. For example, there are low-calorie, low-sodium, and low-cholesterol diets, as well as one called a proportion-fats diet. Naturally, there is even a special diet for pediatric patients.

MCV Hospitals' main kitchen serves more than seventeen hundred meals

daily, 40 percent of which require some special preparation for patients on modified diets. Obviously, not all of the patients occupying the hospitals' one thousand beds eat solid food. Many are fed intravenously or receive nourishment through tubes. Others must forgo meals before and after surgery.

The sheer logistics of keeping hot food hot as it travels from the main kitchen to patients in separate hospital buildings is complicated. Individual servings are placed in compartments on an insulated serving tray as it passes on a conveyer belt along a steam table. A color-coded menu with check marks tells those dishing out the servings which items to place on each tray. As the trays come off the assembly line, a supervisor inspects them to make certain that the patients will receive the food they have requested. Each tray is then covered, loaded onto a hand cart, and wheeled through the underground tunnels which connect the various hospital buildings on the MCV Campus.

"Transportation is a big problem for us here," confesses Robbins. In winter the tunnels are cold, and the loaded carts are sometimes delayed by construction or repair work blocking the tunnels. Nevertheless, the food normally arrives hot—thanks to the specially designed trays which the manufacturer, Aladdin Industries, says will maintain temperatures for as long as forty-five minutes.

Usually, it takes only a few minutes to get trays from the kitchen to patients. Those, however, destined for North Hospital, the furthest away from the kitchen, take longer, perhaps as long as twenty minutes.

Another factor limiting the food service operation at MCV Hospitals is the design and location of the main kitchen,

which is crowded into the basement of the east wing of West Hospital and was last remodeled in the sixties. Other constraints are imposed by the state's administrative procedures. For example, all food purchased for the hospital must be offered for bid by the state, which normally buys from wholesalers offering the lowest prices, not always the best quality. In addition, dietitians must plan nutritious meals without exceeding the cost of ninety-five cents a plate.

Plans for the new hospital being built will allow changes in the food service operation. Although the main kitchen will remain right where it is, galleys will be located throughout the new building. Complete meals will still be prepared in the main kitchen, but instead of being rushed to patients, they will be frozen or refrigerated and sent to the galleys, where they will be "reconstituted," or reheated. Robbins expects that the reconstituted food will be better in quality and arrive hotter at the patient's bedside.

Dietetic interns are currently involved in planning for the improved food service. Once a test kitchen opens in North Hospital this spring, interns can begin testing menus to determine which foods can best be frozen and reheated. The first guinea pigs for the new system will be patients on one floor of North Hospital. Still it will be years before all patients are served the improved bill of fare; the new hospital will not open before 1981.

Curiously enough, anyone—regardless of training or experience—can label himself a dietitian or nutritionist. The term *Registered Dietitian* (R.D.), however, is a registered trademark and is reserved for those who have passed a national examination administered by the American Dietetic Association. Thus, the abbreviation R.D. following a name identifies the dietitian as a qualified professional.

"There is nothing absolute about the science of nutrition," states Clare Costello, R.D., clinical instructor in therapeutics, "which is what gives us a lot of trouble. We can't say with any certainty that this is the way it is. That's why we have such a hard time fighting the food faddists." Often faddists make exaggerated claims about the magical properties of one food over another. And because so much is still to be learned about nutrition, dietitians cannot absolutely refute the faddists' claims.

While dietitians generally spurn self-proclaimed nutritionists such as Adelle Davis, they do offer some basic dietary advice of their own. "Eat a variety of foods," advises Robbins. She suggests a well-balanced diet selected from the four basic food groups: fruits and vegetables; meat, fish, and poultry; milk and dairy products; and grains and cereals. "No one food has any particular magical power," she cautions. □

Our winning winning ways

Virginia Commonwealth University's athletic program has taken a turn for the better. The most obvious success of the current year is the men's basketball team. With four games remaining, the Rams boasted a gaudy record of nineteen wins and only three losses. Nineteen wins. That is two more victories than ever recorded in a single season by a VCU basketball team. Not only that, the Rams owned the best overall record of any college team in the state.

At this writing, VCU seemed almost certain to earn a berth in its first postseason tournament. Sports writer Jerry Lindquist, of the *Richmond Times-Dispatch*, predicted February 13 that the Rams would finish the season with twenty-two wins and four losses. "Barring a complete breakdown in its last four games, VCU should be awarded a bid by the Eastern College Athletic Conference." Should the Rams prove Lindquist correct, VCU and three other teams from ECAC's fourteen-member Upstate New York-Southern Region would compete to determine the league's representative to the NCAA tournament.

Going into the final two weeks of regular season play, the Rams had only three blemishes on an otherwise perfect record—one of them an eight point loss February 10 to Virginia Tech in the opening round of the *Times-Dispatch* Invitational Basketball Tournament. In the consolation game, VCU countered with a one-point victory over the University of Richmond, the Rams' third win of the season over the cross-town rival. Thirteenth-ranked University of Virginia captured the tournament title by whipping VPI. The Rams' only other losses were by one point to William and Mary in the season opener November 25; Georgia State later broke the Rams' winning streak at twelve with an 89 to 79 defeat in Atlanta on January 14.

While coaches of most teams boasting a nineteen-and-three record would have clamored for national recognition and a ranking in the Top Twenty, not VCU Coach Dana Kirk. Sure, he would have liked nothing better than for his young team to occupy a spot among the nation's basketball elite. But this was

supposed to be another rebuilding year for the Rams. When Kirk became head basketball coach on November 5, 1976, he was greeted by only four players his first day of practice; the others had quit following the resignation of Chuck Noe, former head basketball coach and athletic director. In three weeks Kirk assembled for the season opener a hodgepodge team: six scholarship players backed up by six walk-ons, most of whom had never played in an intercollegiate game. Kirk's first team went on to compile a better-than-anyone-expected record of thirteen wins and thirteen losses.

By the start of the 1977-78 season Kirk had not only attracted five new recruits—four of them freshmen and one a junior college transfer—but he had also instilled a new sense of pride in VCU's once-foundering basketball program. For the first time in anyone's memory, cheerleader tryouts were held. Fifteen women, including a head cheerleader, sophomore Kim Bolden, were picked and outfitted in new black-and-gold uniforms. They memorized sideline chants, practiced precision cheers, and spirited VCU rooters both at home and away. In time, three husky young men joined them, hoisting springy cheerleaders shoulder high and executing gymnastic-type stunts worthy of circus performers.

Adding to the spectacle of VCU basketball was a newly organized pep band. Last fall Coach Kirk and university officials approached the music department about the possibility of forming a band to play at home basketball games. The music department bought the idea and handed the director's baton over to Terry Blalock, a graduate teaching assistant. Blalock created not a rah-rah brass band blasting out military marches but a big-band sound appealing to every musical taste. Throughout the pregame warm-ups, time outs, half times, and postgame exits, the twenty-five piece VCU Pep Band played selections as varied as themes from *Rocky* and *Star Wars*, Glen Miller's "In the Mood," even the Budweiser jingle "You've Said It All."

But the one number which consistently brought the crowd to its feet was a

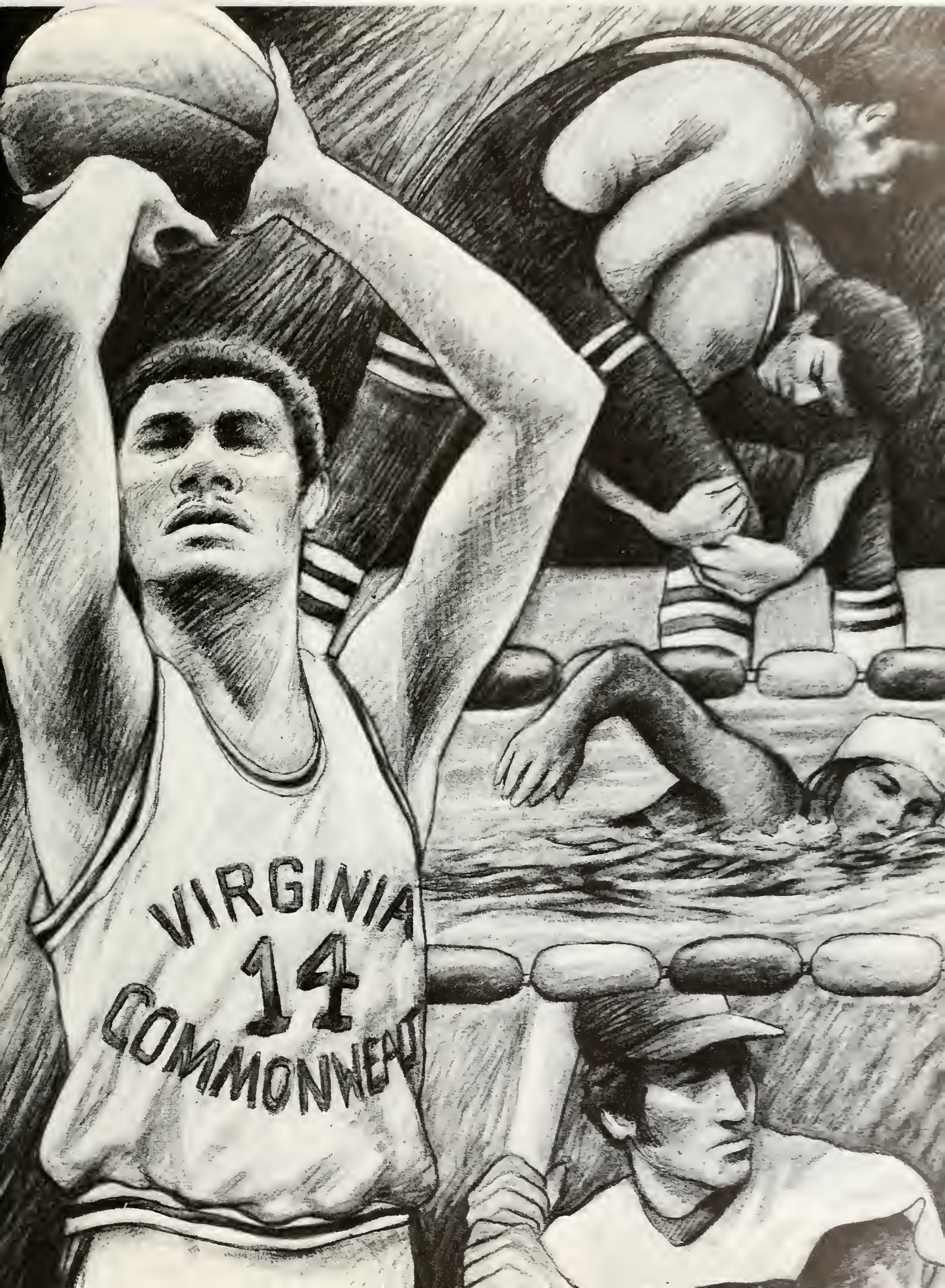
new VCU fight song. The rousing tune was composed by Chris Warner, a senior in the music department, and was selected last fall in a campus-wide competition. For his efforts Warner received a \$150 cash award and acceptance of a school song which VCU fans could at least hum or clap to whether or not they remembered the words.

Spectators in record numbers turned out to watch the Rams play this past season. Away games, such as those at James Madison, William and Mary, and Old Dominion, drew bus loads of VCU followers, many decked out in the school's colors. Even before the Rams demonstrated their winning ways, there was evidence that more and more Richmonders were adopting the Franklin Street team. Four thousand people filed through the turnstiles of the Richmond Coliseum on the evening of December 3 for a VCU contest with Western Carolina, the first home game of the season. That figure—4,000—was a thousand more than had watched an afternoon game played in the same arena between the University of Richmond and Virginia Tech, heretofore perennial favorites with local basketball goers. As the season wore on, attendance climbed, approaching six thousand for several VCU games played at Richmond Coliseum.

Media exposure likewise reflected VCU's emergence as a respectable basketball school. Television station WWBT, Channel 12, in Richmond, broadcasted game highlights in a polished, thirty-minute "Dana Kirk Show" aired Sunday mornings at 11:00 A.M. That same station even televised the first Coliseum Invitational Basketball Tournament, hosted by the Rams and played December 28 and 29. VCU took the holiday tournament title by defeating Norfolk State and East Tennessee State; the tourney's fourth team was Virginia Union. Two of VCU's away games—those at William and Mary and Old Dominion—were shown throughout central Virginia in delayed telecasts by WCVE-TV, Channel 23. Radio station WDYL-FM aired the Rams' entire twenty-six game schedule.

While his team was winning, Coach

Illustration by Dave Erickson



Kirk made the luncheon circuit, promoting VCU athletics (and basketball in particular) to any audience that would listen. The recently reorganized Rams Club sponsored bimonthly luncheon meetings, often attracting upwards of a hundred boosters interested in hearing the coach's pep talks and discussions about upcoming opponents. Club members even embarked on a campaign to raise money for athletic scholarships. This spring they have a goal of \$25,000, up from the \$15,000 they sought last year. Eventually, from their solicitation efforts, members hope to be able to hand over \$50,000 to the athletic department for sports scholarships.

It is contributions such as these which are seen as essential to the future success of athletics at VCU, not just basketball, but the other nine intercollegiate sports as well. In addition to basketball, men's teams compete in NCAA (National Collegiate Athletic Association) Division I baseball, wrestling, swimming, and golf. As members of the top division of the AIAW (Association of Intercollegiate

Athletics for Women), VCU women compete in basketball, volleyball, field hockey, swimming, and tennis.

Naturally, as VCU's one revenue sport, basketball garners not only the major attention but also the largest slice of the athletic-budget pie. This year basketball expenditures are expected to total \$150,500, or 42 percent of the \$362,625 budget approved by the university's intercollegiate athletic committee, chaired by Daniel T. Watts, Ph.D., dean of the School of Basic Sciences. On the other hand, basketball revenues (gate receipts, season ticket sales, guarantees, and program sales) were estimated at \$79,000.

Although as yet basketball is hardly self-supporting, it is safe to say that the university's NCAA Division I basketball program is responsible for immeasurable benefits, namely regional and national publicity and a budding esprit de corps among students, faculty, and alumni. No doubt, many donors give to the athletic program largely because of their interest in basketball.

Although athletic department officials anticipate the day when contributions and basketball revenues will fund a larger proportion of the athletic program, they, for the time being at least, are having to look to student fees as the major source for financing the ten sports. This year the intercollegiate athletic fees charged each VCU student (\$28 for undergraduates on the Academic Campus; \$5 for students on the MCV Campus) account for \$248,000, or 68 percent of the department's total revenue.

Unlike the rest of the university, the athletic department receives nothing for its operation from the General Assembly of Virginia. State law prohibits public colleges and universities from spending tax dollars on intercollegiate sports. Thus, the department must resort largely to income from student fees, donations, and whatever fund-raising schemes it can devise.

Besides a modest budget, which barely compares to what some NCAA Division I schools spend on basketball, let alone



Freshman Penny Elliot waits for the ball to drop through the hoop while his teammate Edmund Sherod, also a freshman, looks on.



Cheerleader standing atop another's shoulders reaches in jubilation towards the ceiling of the Richmond Coliseum, the Rams' home court.

their entire athletic programs, VCU athletes have to contend with limited playing and practice facilities. The university's sports facilities are contained in a building on West Franklin Street, which the athletic department shares not only with the physical education department but also with the Department of Mass Communications, the Department of Painting and Printmaking, and the School of Community Services.

The building's two gymnasiums are used for afternoon practice sessions by four teams: men's basketball and wrestling and women's volleyball and basketball, all of which have identical or overlapping fall-winter seasons. Scheduling, therefore, is difficult, especially since a home game or match can eliminate another team's practice time. And because the university has no outdoor sports facilities, four teams must go off campus to play. For instance, both the women's field hockey and men's baseball teams use the city-owned Hotchkiss Field, located some five miles north of the campus. The women's tennis team practices on public courts, while golfers are relegated to courses owned by private clubs.

Despite obvious limitations, athletic department officials are committed to a first class sports program. In fact, says athletic director Lewis Mills, "For an athletic program that has limited facilities, our program has as much class as any in the state of Virginia." One cannot help admiring the hurdles Mills and his staff have overcome in a relatively short while. Just eighteen months ago, the basketball and athletic programs were in disarray; now they have gained respectability and an unprecedented following.

Mills, formerly assistant athletic director, has scraped up scholarship money

enough to dole out grants-in-aid to athletes on the ten VCU teams. That is not to say that all athletes receive financial assistance; many still play just for the love of the sport. Yet, each coach now has at least a limited number of scholarships which he or she can hand out to deserving players. Certainly, as Rams Club contributions increase, so will the number and the amount of these financial awards. And although the women's athletic program already benefits from the club's fund-raising efforts, former women athletes at VCU organized last fall with the expressed purpose of raising an extra \$5,000 for scholarships for women.

While VCU continues to stake its reputation on excellence in men's basketball, other Rams' teams are also deserving of recognition. Last November, for example, the women's volleyball team, coached by Judy Newcombe, won the state championship, its third in a row. Coach Ron Tsuchiya's men's and women's swim teams regularly make strong showings in state competition. In fact, his women swimmers finished fourth in the nation in 1975. No doubt, other VCU teams will become increasingly competitive as more and more quality athletes decide to attend the university.

Realistically, before VCU can vault into



Coach Dana Kirk led the men's basketball team to its best record in VCU history.

national prominence in athletics, it must establish credibility in its home state. That is the course Mills and company have established. "If we can become good in all ten sports, then we're going to have an outstanding athletic program and we're going to get the national recognition," says Mills. "But that's going to come from being good in the state of Virginia."

Gaining acceptance by the "big boys" in Virginia sports circles has not been easy. Established NCAA Division I schools, such as the University of Virginia and Virginia Tech, have had little to gain (and a lot to lose) in playing teams from VCU. Now that is changing. Both Virginia and VPI have joined VCU and the University of Richmond in participating in the two-year-old *Times-Dispatch* Invitational Basketball Tournament. "We're now being accepted by the other schools in the state," says Mills.

No longer does VCU's basketball team have to fill its season's schedule by traveling out of state to play the likes of Tulsa, Boise State, and LSU-New Orleans. Besides saving considerable sums in travel expenses, the basketball program has enjoyed improved attendance since more in-state opponents have been added to the schedule. "People would much rather see us play William and Mary, say, than they had a team from Tulsa, Oklahoma," comments Mills. "I think we owe it to the state of Virginia, to the city of Richmond, and to our students to play teams right from this area."

Given the cooperation of the state's other institutions, Virginia sports fans can now begin to look forward to an in-state basketball rivalry comparable to that of the nation's mightiest athletic conferences. □

Basketball Scorecard

William & Mary 55, VCU 54
 VCU 79, University of Richmond 62
 VCU 94, Western Carolina University 73
 VCU 90, Southeastern University 75
 VCU 94, Methodist College 71
 VCU 71, Georgia State University 67
 VCU 73, Old Dominion University 67
 VCU 67, Samford University 59
 VCU 77, Norfolk State University 67
 VCU 86, East Tennessee State University 71
 VCU 82, Boston University 67
 VCU 63, North Carolina A & T State 58
 VCU 64, James Madison University 54
 Georgia State University 89, VCU 79
 VCU 88, Western Carolina University 61
 VCU 82, University of Richmond 63
 VCU 97, Atlantic Christian College 64
 VCU 60, James Madison University 59
 VCU 73, William & Mary 62
 VCU 63, Wright State 59
 Virginia Tech 71, VCU 63
 VCU 67, University of Richmond 66
 VCU 80, UNC-Charlotte 75
 VCU 73, Old Dominion University 72
 VCU 71, Samford University 63
 VCU 74, Randolph-Macon College 53



Warner, a trumpeter with the pep band, composed the new VCU fight song. His father, the Reverend David M. Warner, wrote the words.

HAIL TO THE RAMS

4/4

Hail to the Rams we love and know

Black and Gold we are with you

Go on you Rams to vic - tor - y

Fight on, Fight on, Fight on V - C - U.

Hail to the team who bears the torch who

car - ries our co - lors true

Go on you Rams to vic - tor - y

Fight on, Fight on, Fight on V - C - U.

Did you know...

Winning the Kepone war

Scientists on the MCV Campus have at last found a drug which hastens the elimination of Kepone from the body. For some two years now, a research team, headed by Philip S. Guzelian, M.D., an assistant professor of medicine, has sought an antidote to the Kepone poisoning suffered by about seventy-five workers at Life Science Products Company, the now-defunct Hopewell, Virginia, firm which manufactured the pesticide for Allied Chemical Corporation.

On the eve of publication of the scientific team's findings in the February issue of the *New England Journal of Medicine*, the Division of Research Resources of the National Institutes of Health called a press briefing in Richmond where Guzelian announced that cholestyramine, a drug often used to lower cholesterol levels in the blood, had proved useful in speeding up the body's elimination of Kepone.

When the Kepone tragedy was first disclosed in 1975, scientists knew little about the pesticide's action in humans and even less about treating its poisoned victims. With funds provided by Allied Chemical Corporation and the National Institute of Environmental Health Sciences, Guzelian and fellow researchers began their investigation, assuming first that if Kepone could be removed from the body, then the tremors, sterility, and other manifestations of acute poisoning could be reversed.

"What we found," said Guzelian, "is that only about 10 percent of the Kepone entering the intestine in the form of bile from the liver is eliminated in the patient's stools; the other 90 percent of the Kepone is reabsorbed in the bloodstream where it once again enters the liver and returns to the intestine." Subsequent to that finding, the scientists began searching for an agent that would prevent Kepone in the bile from being reabsorbed. Animal studies indicated that cholestyramine was most promising.

"We found that cholestyramine stimulated the elimination of Kepone by binding it in the intestine to prevent its reabsorption into the bloodstream. Preventing this reabsorption accelerated the depletion of Kepone from tissue where it was stored in the body and provided a means of detoxification for Kepone poisoning," explained Guzelian.

The studies, carried out in MCV/VCU's Clinical Research Center, in-

volved twenty-two victims of Kepone poisoning, half of whom received cholestyramine and the other half, a placebo, or "dummy" pill. Neither the researchers nor patients knew who was actually receiving the drug.

When the "double blind" study ended several months later, MCV scientists found that those who had taken cholestyramine eliminated Kepone seven times faster than did those receiving the placebo. Cholestyramine was then administered to the test group which had not received the drug, and again the results were positive.

At the time of diagnosis, half of the twenty-two patients were unable to

work because of tremors or other neurological disorders. Six months following treatment none was judged to have more than "mild" neurologic signs resulting from Kepone poisoning.

"Our study establishes that cholestyramine is a practical treatment for patients exposed to large quantities of Kepone," said Guzelian. "It does not resolve the question of cholestyramine treatment in asymptomatic patients with low levels of Kepone in the body. If both the dose of Kepone and length of exposure of the tissues to this chemical are related to the development of cancer, then cholestyramine may have value in preventing this potential complication.



President Edmund F. Ackell, D.M.D., M.D., officially assumed the duties of VCU's chief administrator on January 18. He attended his first VCU basketball game a few days later and was interviewed over radio during the game's broadcast. Ackell, formerly vice-president for health affairs at the University of Southern California, was selected to become president by the Board of Visitors on November 17.

"Detection of small quantities of Kepone in some residents of eastern Virginia and Maryland may be expected because the rivers and marine life of this region are extensively contaminated with the pesticide and because Kepone is degraded minimally, if at all, in the environment. However, the magnitude of the hazard to humans of environmental contact with Kepone has not been established. Therefore, the indications for therapy remain speculative and warrant further investigation.

"It is also important to note," said Guzelian, "that cholestyramine can possibly have the same effect of detoxifying the body of other environmental toxins."

Anything but accessible

Traversing the campus on crutches is no easy task. But it is one that Rose Dortmund, a senior in the School of Social Work, manages fairly well—"except in wintertime," she says, "when you can't see the holes in the cobblestone walks until you fall in them."

Dortmundt, who has had cerebral palsy since birth, has been coping with her handicap for twenty-three years. It has not stopped her from pursuing her degree or being one of the few handicapped students to live in a dormitory. But it has had its trying moments. She has not forgotten, for example, the semester she had a class on the third floor of a building on Floyd Avenue. "The instructor asked me if the location of the class was a problem," says Dortmundt, who has difficulty climbing stairs. "I said yes, but that is as far as it went. I had to climb those steps three times a week."

For Dortmundt, it is also tiring to go up the steps leading to the offices of the registrar, the placement director, and the dean of student services. "But it doesn't bother me because I know I can." For her friends in wheelchairs, it is impossible and "extremely frustrating," she says.

"We have anything but an accessible environment," admits Roger L. Smith, Ph.D., director of institutional research and planning. Those confined to wheelchairs find that restrooms in older buildings will not accommodate them, nor can they reach the drinking fountains, light switches, and thermostats. In addition, the university's fire alarm system is sound oriented, rendering it ineffective for the deaf.

Because so many of its facilities are located in turn-of-the-century town houses and old buildings, VCU's problem of accessibility is more difficult to solve than that at most other institutions. "We have one of the worst problems in the country, if not the worst," says Smith. The list of inaccessible buildings on the Academic Campus runs four pages; on the MCV Campus, three.

While a recent regulation calling for strict enforcement of Section 504 of the Rehabilitation Act of 1973 is brightening the futures of handicapped individuals, it poses serious problems for the nation's colleges and universities. Its words are bold and starkly simple: "No otherwise qualified handicapped individual in the United States shall, solely by reason of his handicap, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance."

Higher education officials, who stand to lose federal dollars unless their programs and buildings are accessible by 1980, estimate that it may take \$1.5 billion to comply with the regulation. At VCU, a committee composed of administrators, faculty, and handicapped students and staff from both campuses is currently struggling with the best way to improve accessibility. Not only is a lack of funds hampering the committee's efforts, but also "the fact that we have to change hundreds of years of architectural practice in three years," says Smith.

Barriers, such as flights of stairs, narrow doorways, and inaccessible drinking fountains and restrooms, "are not put there by design, but by oversight," explains Keith C. Wright, professor of rehabilitation counseling. But the elimination of barriers goes far beyond wheelchair access for all, he maintains. "It applies to everyone."

Automatic doors, wide hallways, ramps, and other features improve accessibility not only for the physically handicapped but also for the elderly, people incapacitated by heart attacks or strokes, mothers pushing baby strollers, and workers carrying heavy packages.

In the past the university has accommodated handicapped students by building ramps and rescheduling classes in accessible buildings. For instance, the university built a ramp so that a handicapped student who wanted to pursue a graduate degree in psychology could enter the town house at 810 West Franklin Street, which houses the Department of Psychology. A maintenance worker who saw handicapped students struggling over curbs on Franklin Street made curb cuts on his own time.

"We've made a lot of progress at VCU in the past few years," says Wright. But that no longer is enough to satisfy the federal mandate. The ideal, says Smith, is to create an environment where handicapped individuals have the same opportunities as everyone else. He points out that VCU has until June, 1980, to remove architectural barriers having a negative impact on program access.

The university's master plan offers a long-range solution, but that plan will not be implemented until well after the 1980 deadline. For the past twelve years

the university has been converting old town houses along Franklin Street into administrative and faculty offices. But because several blocks along Franklin have been designated a historic district, the area's nineteenth-century character cannot be altered, thereby virtually ruling out the use of ramps or other major architectural changes. Thus, the master plan proposes that the town houses be linked in the rear by a narrow structure containing elevators, which would provide access for the handicapped, and other modern services.

An interim solution, suggests Smith, is to designate a room where handicapped students can go to meet individuals whom they must see but whose offices are inaccessible. "Even if my office is inaccessible, I am not," says Wright. He believes the first priority should be to make academic programs accessible. "But by 1980," he points out, "we have to have gone as far as possible to make buildings accessible."

When the committee went to work on the problem, there were no statistics on the number of handicapped students and employees at the university. Consequently, one of its first tasks has been to determine the number and types of handicapped individuals at VCU. Once they have that information, the committee will offer suggestions for making the old town houses, old hospitals, and old buildings accessible to all.

The above item was excerpted from articles written by Susan Grayson, which originally appeared in VCU Today, a periodical for university employees.

A new use for vitamin C?

Researchers are a long way from saying that vitamin C might help to prevent colon cancer. But tests involving the vitamin might be in order if a stack of theories can be proved in a series of experiments now being conducted at the MCV/VCU Cancer Center.

One principal theory holds that certain known cancer-causing agents, called mutagens, contribute to conditions leading to colon cancer, a major cause of cancer deaths among both men and women. Mutagens are thought to alter the genetic character of cells, which often causes the new generation of cells to become cancerous. That in essence is the explanation offered by Philip B. Hylemon, Ph.D., the associate professor of microbiology who heads a Cancer Center research effort.

Two years ago the National Cancer Institute awarded Hylemon a three-year grant of \$47,000 to conduct experiments involving mutagens. Already, Cancer Center specialists have determined that bacteria normally present in the intestines can convert bile acids into stronger chemicals which further activate the

mutagens. According to Hylemon, studies conducted by the World Health Foundation have previously shown that individuals living in countries with high incidences of colon cancer are likely to have greater concentrations of bacteria in their intestinal tracts.

Diet may play a significant role in determining levels of intestinal bacteria, says Hylemon. In a World Health Foundation experiment, laboratory animals fed high-fat diets developed colon cancers when researchers introduced a known mutagen into their systems. In tests involving volunteer groups at MCV/VCU, Virginia Polytechnic Institute and State University, and the Ontario Cancer Center, mutagens were secreted by about 20 percent of the test subjects. Of those, two produced mutagens about 80 percent of the time.

Since vitamin C is known to block the formation of some mutagens in test tubes and in laboratory animals, researchers in Ontario gave a dose of the vitamin to a subject who secreted mutagens in abundance. Afterwards, the subject ceased to secrete mutagens for two weeks. When the same technique was tried on a second subject, the vitamin C had no effect on mutagen production.

Scientists theorize that the experiment worked in the first volunteer because the particular mutagens produced by his body were N-nitroso compounds, the type affected by vitamin C. The other volunteer must have secreted another type of mutagen, guess the scientists, because vitamin C did not reduce its level.

"If we can identify the mutagens being made in the body, then we might have a key to preventing the effects of the mutagen," says Hylemon.

The procedures necessary to make the identification are complicated. For eight months the team has worked to develop

a method of extracting mutagens for analysis. Hylemon says purifying the extracted mutagens and identifying them will take at least a year. Then more time will be required to find compounds capable of halting their action. But of the chemicals certain to be tested, vitamin C appears to be the most promising.

Briefly

The National Association of State Universities and Land Grant Colleges has accepted VCU for membership, after a rigorous review of the university's research, graduate studies, and extension programs. Only three other Virginia institutions have qualified for membership in the 139-member organization, which is the oldest higher education association in the country. The association is recognized as a major spokesman on key educational and scientific issues before Congress and other units of federal government. It also represents state and land grant universities on issues related to legislation affecting higher education.

A new four-day week is in store for students who enroll in VCU's popular six-week summer term, which begins June 12 and ends July 20. Classes will meet Mondays through Thursdays for an hour and forty minutes. Another schedule change shortens the Evening College session from nine to eight weeks during the summer. In addition to a six-week session, students can choose to attend daytime courses that run three, four, five, or nine weeks. There are even classes that meet only on Saturday mornings from June 3 to August 12. Copies of the summer school catalog, which lists eleven hundred course sections to be offered between May 15 and August 12, may be obtained by writing:

VCU Summer Sessions, 901 West Franklin Street, Richmond, Virginia 23284. Requests may also be telephoned to (804) 770-6731; after April 16, 1978, please telephone (804) 257-0200.

Telephone numbers on the Academic and MCV campuses will change April 17, 1978. On that date all telephone numbers at the university will change because of the Centrex Electronic Switching System being installed by C & P Telephone Company. The new prefix for numbers on the Academic Campus will be 257. On the MCV Campus telephone numbers will have the prefix 786. Callers wishing information regarding VCU telephone listings are advised to dial (804) 786-0000 after April 16.

The Bureau of Health Manpower has awarded MCV/VCU a \$500,000 grant to establish a primary care track in its residency training program for pediatricians. Twelve physicians will be enrolled in the three-year program, bringing the total number of physicians taking their residency training in pediatrics to forty-five. The two existing pediatric tracks are designed for research specialists and for pediatric subspecialties. According to Harold M. Maurer, M.D., director of the program and chairman of the pediatrics department, the new track marks Virginia's first step towards creating primary care pediatricians. He explains that the traditional training for pediatricians emphasizes the treatment of diseases seen in hospitalized patients. But the greatest number of childhood illnesses do not require hospitalization, he says, "so the new program will emphasize training in the care of childhood maladies as they are seen day to day in the doctor's office." Various surveys have identified fifty-five Virginia counties where there are no pediatricians.



Sacred Heart Cathedral portico on a rainy morning frames a lone figure passing Monroe Park, which overlooks the Academic Campus.



Continuing Education Courses for Spring

The VCU Office of Continuing Education is pleased to announce its offerings of noncredit courses. The courses are specially designed for men and women of all ages who desire timely, interesting, and challenging learning experiences at the university level.

The faculty is drawn from various schools within the university and from the community at large. For the most part, classes are held off campus in locations that are comfortable and con-

venient to Richmond area residents.

Most courses are scheduled for evening hours and meet weekly for six to ten weeks.

For copies of a brochure containing details of all noncredit courses and registration information, please return the form below to: Office of Continuing Education, 301 West Franklin Street, Richmond, Virginia 23220. You may also request a brochure or course information by telephoning (804) 770-3746.

.....
Please send me details of the noncredit courses.

Name _____

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.....

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Beginning Jewelry and Metalsmithing
Children's Gymnastics
CLEP Exams—What are They?
Continuing Sensitivity . . . Living Alive
Coping with Living Pattern Changes
Creative Design in Wood
Creative Writing
Dance of the Self
Data Processing in our Modern Society
Diet and Fitness Workshop
Diving
English Country House Tour III
Exercise While-U-Wait

Exploring Creative Potential
Fine Art Prints: What are They?
Foreign Language Courses for Tourists
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Insurance for the Consumer
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Richmond in Civil War Time 1861-65
Richmond Symphony Previews
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Russian Troika: Towns, Trains, *Tovarishchestvo*
Sensitivity to Self and Others
Speak with Confidence
Spring Wildflowers in Virginia
Studies in Song Lyrics: The Nature and History of Some Folk and Popular Forms
Swimming for Children 6-10 Years Old
Swimming for Tiny Tots
Understanding the Systems of Your Body
What's that Bird?
Women in Today's World

Whatever happened to...

If you take a new job, get a promotion, earn another degree, receive an honor, or decide to retire, share the news with us, and we will pass it along to your classmates via the "Whatever happened to..." section. Please address newsworthy items to Editor, VCU Magazine, Virginia Commonwealth University, Richmond, Virginia 23284. The items below were reported to the Alumni Activities Office between October 15, 1977, and January 10, 1978.

1910s

William P. Gilmer (M.D. '16), of Clifton Forge, Va., retired in August, 1977, from his radio ministry. For thirty-two years Gilmer delivered weekly Bible lessons broadcast over radio stations in Clifton Forge, Covington, and Lexington, Va. He is now writing an autobiography. A former medical missionary in Korea, Gilmer retired in 1958 from Emmett Memorial Hospital in Clifton Forge, where he once headed the radiology department.

1930s

Anne Warriner Vail (liberal arts '39), of Richmond, is chairman of the boards of Southern Fuel Oils, Owen Transport Corporation, W. M. McIntosh Terminals, and Paulette Truck Sales and Service.

1940s

The Medical Society of Virginia presented its annual Community Service Award to **Raymond S. Brown** (B.S. pharmacy '42; M.D. '45), of Gloucester, Va. Brown, president of the society in 1975-76, is a member of the advisory board of Walter Reed Memorial Hospital and president of the nonprofit corporation which operates the Francis N. Sanders Nursing Home, both of which are located in Gloucester. The award was presented to Brown on October 15, 1977, in recognition of his contributions to community affairs.

William J. Hagood, Jr. (M.D. '43), a family practitioner in Clover, Va., was elected president of the Medical Society of Virginia for 1978.

W. Donald Moore (M.D. '44), acting administrator of Good Hope Hospital in Erwin, N. C., has been reelected president of the Harnett County (N.C.) Medical Society.

Cornelia W. Barron (nursing '46) is coordinator of student affiliations at Huntington (W. Va.) Hospital, where she has been employed for the past ten years. She also attends classes at Marshall University each semester her schedule permits.

Matthew Lyle Lacy II (M.D. '46) has practiced general surgery in South Hill, Va., since 1954. He is active in both the Shrine Club and the Masons.

Beatrice Rosen Fine (B.S. sociology '49) and her husband, Jack Paul Fine, were presented with the State of Israel's 1977 David Ben-Gurion Award last October. The Fines, who have been active in Jewish volunteer community work for years, were honored at a banquet

closing out the Richmond Israel Bond Drive. Beatrice Fine was chairman of the women's division for the 1977 bond campaign.

Marvin E. Pizer (D.D.S. '49) was named president of the Middle Atlantic Society of Oral and Maxillofacial Surgeons on November 10, 1977. Pizer's practice is located in Alexandria, Va.

Josephine Harvey Snead (B.S. social welfare '49), principal of Fork Union (Va.) Elementary School, will be one of eleven delegates to represent her state at the National Association of Elementary School Principals annual convention in Dallas, Tex., in April.

1950s

Virginia Electric and Power Company announced in December the appointment of **James C. Whitlow** (certificate, general business '52) as construction contract supervisor in the transmission and distribution construction and operation department in Richmond. Whitlow joined Vepco in 1959.

Oliver L. Bunkett (D.D.S. '53), a Woodstock, Va., dentist, was inducted as a fellow by the International College of Dentists at its annual convocation in Miami Beach on October 8, 1977. The honorary organization, which has chapters worldwide, has 4,000 members, including 2,700 in the United States.

Romona P. Williams (B.S. nursing '53), a teacher for the Roanoke (Va.) Public Schools, completed the requirements for a master's degree in vocational-technical education at Virginia Tech last December.

Richard L. Fisher (D.D.S. '55), a dentist in Brookneal, Va., has been reappointed to the Campbell County Planning Commission for another four-year term. He first joined the commission in 1964.

Jean L. Harris (M.D. '55), formerly professor of family practice and director of the Center for Community Health at MCV/VCU, is the commonwealth's new secretary of human resources. Her appointment, announced by Governor John N. Dalton in December, marks the first time a woman or a black has served on the governor's cabinet. Harris was also the first black woman to graduate from MCV/VCU. The gubernatorial cabinet was established in 1972.

Milton A. Owens (D.D.S. '55), of Abingdon, Va., has been employed as a public health dentist in Smyth County, Va., for the past ten years. His two sons have followed his example by attending MCV/VCU. His son Mike graduated in pharmacy in 1975 and son Gregory is in his first year of dental school.

Christina Krieger Townsend (B.S. applied science '55) is coordinator of the practical nurse program at the Newburgh Free Academy in Newburgh, N. Y. She received her master's degree in educational administration from New York University in 1974.

After a twenty year association with the De-Jarnette Center for Human Development in Staunton, Va., **Nancy Garrett Witt** (M.D. '55) has resigned as superintendent, a post she held for a decade. Although she still spends several days a week at the state facility for mentally retarded children, she plans to develop a pri-

vate practice. Witt is a member of the board of trustees of Roanoke College, where she graduated in 1951.

With the change in administration, **Pat Perkinson** (B.S. sociology '46; M.S. psychology '56) left her job in January as secretary of the commonwealth, a post she had held four years under former Governor Mills E. Godwin, Jr. Perkinson is president of the Virginia Press Women and serves on the boards of the Virginia Lung Association, the Virginia Division of the American Cancer Society, and the Maymont Foundation.

Wilma Fisher Asrael (B.S. occupational therapy '58) is coordinator of a program, Self-Esteem for the Disabled, at the Charlotte (N.C.) Rehabilitation Hospital.

Allen C. Hall (B.S. business '58), a commercial lines underwriting supervisor for State Farm Fire and Casualty Company in Birmingham, Ala., was awarded the professional insurance designation, Chartered Property Casualty Underwriter (CPCU), in San Francisco on October 3.

1960s

Sharon Slate Smith (B.S. nursing '60), director of the learning resources department at Gaston Memorial Hospital in Gastonia, N.C., received the 1977 "Outstanding Nurse Award" from the North Carolina Nurses Association, District 29. The award, presented December 6, 1977, by the district association which is composed of three counties, recognizes Smith's contributions to nursing.

Edwin L. Williams II (M.D. '60), general surgeon at the Lewis-Gale Clinic, is president of the Roanoke (Va.) Academy of Medicine.

Harold W. Burnette (M.D. '61) has been appointed clinical assistant professor and acting director of the Division of Urology at East Tennessee State University College of Medicine.

The January issue of *Instructor* magazine featured an article by **Charles F. Duff** (B.S. advertising '61; M.S. distributive education '65) entitled "A Principal Can Ease the Pain of Defeat." Duff is general supervisor and director of the Instructional Leadership Development Project for the Fredericksburg (Va.) City Schools. With more than 260,000 subscribers, *Instructor* magazine is the oldest continually published magazine in the education field.

John M. McCain (M.S.S.W. '62), assistant professor of social work at the University of Wisconsin at Oshkosh, received his Ph.D. degree in social work from the University of Minnesota in 1977. He also holds the rank of major in the U. S. Army Reserve Medical Service Corps, with a social worker military occupational specialty.

VCU was represented at the December 1, 1977, inauguration of the new president of Centenary College of Louisiana by **Nancy Goode Short** (B.S. occupational therapy '62), of Shreveport, La.

Nancy L. Leidy (medical technology '63) and **Julie O'Neal** are the coauthors of *Dining in Historic Richmond*, a book which contains histories and chefs' recipes from restaurants, dinner theatres, and private clubs in the Richmond

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area. Leidy, a registered medical technologist, works at MCV/VCU in the clinical chemistry department.

Rebecca L. Powell (B.S. nursing '63) is a nursing supervisor at Halifax Community Hospital, South Boston, Va.

Richmond Newspapers announced in December that **William D. Thomas** (business '63) had been named circulation manager of the *News Leader* and assistant circulation director of the *News Leader* and *Times-Dispatch*. Thomas has been with the newspapers for twenty years. Before his new assignment, he was distribution manager and assistant circulation manager. His promotion was effective January 1.

Sculpture by Ida Trusch (B.F.A. art '63; M.F.A. sculpture '70) was displayed at the Bridgewater College art gallery from October 24 through November 11, 1977. Trusch received a certificate of distinction from the Virginia Museum for the Virginia Artists Exhibition, 1977.

Roy Woodall (B.F.A. painting '63), of Williamsburg, Va., works as a consultant in museum planning, exhibition organization, and exhibits design. He was responsible for the historic interpretation and exhibits at Ash Lawn, James Monroe's home in Charlottesville, Va., and for the exhibits program at Flowerdew Hundred, an important seventeenth-century settlement on the James River below Richmond. Besides his work as an exhibits specialist, Woodall is well-known as a painter of color abstractions.

Judith Kytle Hanshaw (B.S. occupational therapy '64) has been employed since June, 1976, as section chief of occupational therapy in the Department of Pediatrics at MCV/VCU.

G. Allan Berrier (B.S. occupational therapy '65) has been appointed assistant administrator of Spohn Hospital in Corpus Christi, Tex. Berrier, who received his M.B.A. degree in health administration from Temple University in 1972, is responsible for professional services.

Gene A. Godwin (M.D. '65) heads a committee on aging and extended care for the Roanoke (Va.) Academy of Medicine.

Sophia Peteson Teel (M.S.S.W. '65), director of the Ridgeland, S.C., office of the Coastal Empire Mental Health Center, serves as chairman of the Foster Care Review Board in South Carolina's Fourteenth Judicial District.

Allen L. Dahl (B.S. pharmacy '66), formerly of Richmond, joined Cardinal Pharmacy in Tappahannock, Va., on December 1, 1977. He resides in Warsaw, Va.

Paintings and drawings by **Priscilla Alden Rappolt** (B.F.A. art education '66; M.F.A. fine arts '68), of Earlysville, Va., were displayed at Bridgewater College in October.

From **Bob Alexander** (B.F.A. communication arts and design '67), cartoonist for the *Lawrence (Mass.) Eagle-Tribune*: "Recently I had a cartoon syndicated by Copley News Service. The cartoon is called 'Benchwarmer's Sports Trivia' and now appears in newspapers in the U.S., Canada, and South America. Also, I was fortunate that Tempo Books in New York City signed to publish 'Benchwarmer' in book form this April."

Larry W. Frazier (B.S. business administration '67) has been promoted to accounting supervisor with Skyland International Corporation of Chattanooga, Tenn. The firm manufactures children's clothing for Buster Brown Textiles, Greenwich, Conn.

Marena R. Grant (B.F.A. interior design '67; M.A. art history '70) marked her first year as director of the Loch Haven Art Center, Orlando, Fla., in February. One of the few women

museum directors in the country, Grant has already scored a coup in getting a major show of the late Alexander Calder's work for January, 1979. The March, 1977, issue of *Orlando-land* magazine contained an article about her and featured her on its cover.

North American Assurance Society of Virginia has promoted **R. Weldon Hazlewood** (B.S. business '67), to vice-president. According to the company's December announcement, Hazlewood was also elected to the board of the insurance company's firm, North America Corporation.

Richard T. Robertson (B.S. advertising '67), formerly an account executive with CBS television in Chicago, has been transferred to New York. He writes: "We moved here in August, and shortly thereafter I was appointed vice-president, sports marketing, in the newly formed CBS Sports Division." His wife, **Beverly Wise Robertson**, (B.F.A. art education '69), "was able to stay with the Halston people, and she is working in the boutique on Madison Avenue."

BankVirginia Credit Card Company announced in November the promotion of **James E. Bond** (B.S. business management '68) to vice-president. In addition to being responsible for the customer service and security areas, Bond coordinates MasterCharge operational activities. A resident of Richmond, Bond is also president of the Tuckahoe Middle School PTA.

John G. Byers (M.D. '68) has joined the staff of Bristol (Va.) Memorial Hospital as director of respiratory therapy and the pulmonary function laboratory program.

Robert Hunter Griffin (B.S. accounting '68) is currently serving as general audit partner in the Richmond CPA firm of Mitchell, Wiggins and Company.

Virginia Electric and Power Company announced in November the appointment of **James E. McIntyre, Jr.** (A.S. electrical-electronics '68) as customer service supervisor in Orange, Va. At the time of his appointment, McIntyre was Vepco's assistant business office supervisor in Richmond.

Gray F. Morris (B.A. history '68) is working as a probation officer for the city of Portsmouth, Va.

Donna Rappolt (B.F.A. photography '68), formerly a saleswoman for a professional photography studio in Philadelphia, Pa., is employed by Hallmark Associates, a manufacturing representative organization. Last year she assumed the duties of regional marketing service manager, a position she created. Managing seven people over a six-state area, she travels from Pennsylvania to North Carolina to coordinate and implement merchandising programs in local and national chain department and hardware stores.

Recent works by **Jane Aman** (M.F.A. painting and printmaking '69), a printmaker, were on view in January at the Virginia Museum. After receiving her degree from VCU, Aman spent the next six years in Los Angeles where she taught at a junior college and worked for a television production studio. In 1974, she received a grant from the National Endowment for the Arts for her prints. She has exhibited widely and recently was included in the Brooklyn (N.Y.) Museum's exhibition, "Thirty Years of American Printmaking." Currently a resident of Petersburg, Va., Aman teaches at John Tyler Community College.

William C. Boshier, Jr. (M.Ed. counselor education '69) has resigned as principal of Highland Springs High School in order to join the Virginia Department of Education as director of

instructional support services. The Henrico County (Va.) School Board accepted Boshers' resignation "with regret" November 29, 1977. In his new position, Boshers is responsible for media, Title I programs, programs for gifted students, career education, and guidance counseling.

Lois Garrison (B.F.A. fashion art '69) has joined the Richmond advertising firm of Siddall, Matus & Coughter as manager of production services. Garrison previously worked in the marketing department of Miller Morton, where she was involved with cosmetic products, and at Cargill, Wilson & Acree, where she was assistant production manager.

Elizabeth Hill Moores (M.S. distributive education '69) is coordinator of an internship program at West Springfield High School in Fairfax County, Va. The program—the first of its kind in Virginia—enables gifted and talented students to serve internships with professionals from the community in such areas as law, medicine, dentistry, accounting, chemistry, psychology, drama, and commercial art.

John Plantz (B.S. pharmacy '69) is the new owner of Timberlake's Drug Store, located in downtown Charlottesville, Va. He is assisted in the pharmacy by his wife, **Brenda Oakes Plantz** (B.S. pharmacy '69).

Stuart Solomon (M.D. '69) is president of Richmond Pediatrics.

Russell E. Whitaker, Jr. (B.S. history education '69) is chief fiscal officer at Richard Bland College in Petersburg, Va. Before assuming the post November 1, 1977, Whitaker served the college as director of continuing education, institutional research officer, and assistant to the dean of academic affairs. He earned his master's degree at Virginia State College in 1972.

1970s

Joseph S. Curtin, Jr. (B.A. English '70), a former agricultural technician with the Peace Corps in the Philippines, is now project director of the Catholic Relief Services-USCC in Bangkok, Thailand. He joined the CRS-USCC in 1973 as a program assistant in Jakarta, Indonesia. In 1975, while working as chief of distribution for a refugee program in Phnom Penh, Cambodia, Curtin had to evacuate to Thailand. He received his M.A. degree in international affairs from Ohio University in 1977.

Prints by **Katharine Gilbert** (M.F.A. sculpture '70) were displayed at the Bridgewater College art gallery from October 24 to November 11, 1977. Her work was also exhibited in the Virginia Museum's "Printmaking 1976" show.

Blue Cross-Blue Shield of Virginia has named **Malcolm L. Leonard** (B.S. business administration '70) as funds and investment administrator. He has been with the health care plans since 1974.

James A. Long (M.D. '70) established a practice in Waynesboro, Va., after having completed a fellowship in pulmonary diseases at MCV/VCU and McGuire Veterans Hospital in June, 1977.

Dennis S. Marchant (engineering '70) has moved from Richmond to Virginia Beach, Va., where he is employed as an electrical engineer by McGaughey, Marshall & McMillan. He recently was licensed as a professional engineer.

Mary Ellen Shepherd (M.S.W. '70), of Columbia, S. C., represented VCU at the December 8, 1977, inauguration of James Bowker Holderman as president of the University of South Carolina.



VCU fans turned out in record numbers to cheer the Rams during their winningest season.

Michael Skolochenko (M.D. '70) has established a family practice in Valdese, N. C., where he lives with his wife, **Susan Berger Skolochenko** (B.S. nursing '70), and their two children.

Mary Skudlarek Sudzina (B.S. English education '70) is a guidance counselor at Framingham (Mass.) North High School, where she is responsible for guidance activities for students in grades nine through twelve. Sudzina, who earned her M.A. in guidance and counseling at Villanova University, also teaches a course in Current Popular Literature in the adult evening school. She is also vice-president of the West Suburban Guidance Association and legislation chairman for the Framingham Teachers Association.

Deena Allen (B.S. distributive education '71; M.Ed. '73), who received her Ph.D. degree in vocational education from the University of Minnesota, is project director for the Minnesota Research and Learning Center for vocational education.

Ann Bristow (B.S. psychology '71; M.S. clinical psychology '74) completed the requirements for a Ph.D. degree in clinical psychology at VCU

last August. She is employed by the Center for Counseling and Psychological Services at Texas Christian University in Fort Worth, Tex.

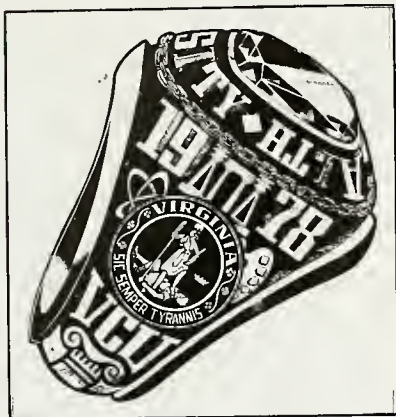
Chris Hayman (B.F.A. sculpture '71) is teaching two courses in the art department at Richard Bland College, in Petersburg, Va. The holder of a M.F.A. degree from the University of Kentucky, Hayman was technical advisor of art at Wright State University for four years.

Sara Caroline (Cissy) Magers Hudson (B.F.A. painting / printmaking '71) is employed by the library at the University of North Carolina at Greensboro. Her husband, **Sam Hudson** (B.F.A. sculpture '74), who taught design at the University of Mississippi during 1976-77, recently had a one-man show of drawings at Greensboro College, Greensboro, N.C.

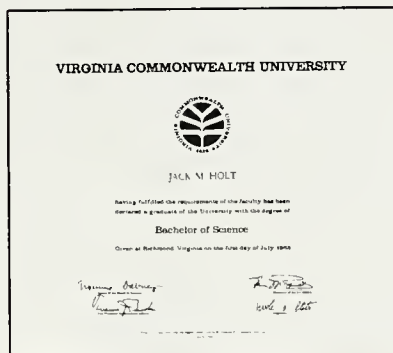
Larry E. Murphy (B.S. retailing '71) has been named Governor John N. Dalton's senior executive assistant. Murphy manages the governor's office and serves as chief of personnel and correspondence. Murphy also was one of three people who headed Governor-elect Dalton's transition team. Dalton was inaugurated on January 14.

Margaret Coffman Oliver (B.S. nursing '71).

Rings and Diplomas



VCU class rings for both men and women are available in a wide variety of styles. For more information and a price list, return the form below.



VCU confirmation diplomas are available to degree recipients of Richmond Professional Institute for a \$10 fee. To request an application, return the form below.

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- ☐ Confirmation diploma application

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University, Richmond, Virginia
23284. Telephone (804) 770-7125.

a nurse at Bexar County Hospital in San Antonio, Tex., received her M.S. degree in guidance and counseling from Troy State University in Montgomery, Ala., last May.

Walter H. Scott (B.S. advertising '71) has joined the sales staff of James A. Sullivan Real Estate, which has offices in Tappahannock and Callao, Va. Scott will work primarily at the Tappahannock office.

Harold W. Sell, Jr. (B.S. business administration '71), a captain in the U. S. Air Force, has received the Commendation Medal at Wurtsmith Air Force Base in Michigan. Sell, a KC-135 Stratotanker navigator, was cited for meritorious service while assigned to the 71st and 913th air refueling squadrons at Barksdale Air Force Base, Louisiana. Now assigned at Wurtsmith, Sell serves with the 920th Air Refueling Squadron, part of the Strategic Air Command.

Dorothy Anne (Dee) Avery (B.S. recreational leadership '72) is employed by the Arlington County (Va.) Recreation Division as an area supervisor. She also teaches guitar, caddys at the Washington Golf and Country Club, and performs in the Washington, D. C. area. On Friday evenings, she sings and plays guitar at the Fort McNair Officers' Club.

Katherine S. Bazak (B.F.A. painting and printmaking '72) is an art instructor at Foothill College in Los Altos Hills, Calif. Bazak, who earned her M.F.A. degree in painting from the University of Wisconsin in 1972, taught at San Diego State University one year before receiving a Fulbright scholarship and a grant from the French government to study in Paris. Bazak lives with her husband, John Dohner, in Palo Alto, Calif.

John C. Bennett (B.S. psychology '72) was appointed commonwealth's attorney for Culpeper County, Va., effective January 1.

Life Insurance Company of Virginia announced in December the promotion of Allan B. Greene (B.S. accounting '72) to assistant controller. He joined the company in 1972 as a senior staff accountant.

Jacob (Jake) Haun (M.D. '72) is an emergency room doctor at Chippenham and Johnston-Willis hospitals in Richmond.

Wiley J. Latham III (intern '72), a gastroenterologist, and his wife, Bernice Grant Latham (intern '73), a family practitioner, opened a joint private medical practice in Richmond last September. After completing their internships at MCV/VCU, the Lathams continued their postgraduate training at Howard University in Washington, D. C.

George L. Mosby (B.S. business administration '72) now lives in Indianapolis, Ind., where he is employed by Kellogg Sales Company as district manager.

Paul Munson (M.F.A. sculpture '72), an art instructor at Radford College, has a one-man show scheduled for the Roanoke (Va.) Fine Arts Center in April. He is also slated for a one-man show at the Virginia Museum of Fine Arts in December.

Susan Kirkland Reed (B.S. biology '72) opened a dress shop, the Palm Garden, in Lawrenceville, Va., in November. Before her marriage and move to Brunswick County last April, Reed worked in Richmond as a biologist at MCV/VCU and McGuire Veterans Hospital.

Margaret Jean Stimpfle (B.S. elementary education '72) received a master's degree in recreation from the University of Oregon in June, 1977. She has returned to Fairfax County, Va., where she is a classroom teacher.

The Goldberg Company, a Richmond distributor of electronics and appliances, has

named Owen R. Toler (B.S. accounting '72) assistant treasurer. Toler is a certified public accountant.

Thomas Murphy Beall (M.S. applied psychology '73), of Frederick, Md., completed the requirements for a Ph.D. degree in psychology at VCU in August, 1977.

Nina Eastman Buzby (M.Ed. elementary education '73) was appointed director of federal projects by the Gloucester County (Va.) School Board in October. Before her appointment, she was a reading teacher for a federal program operating in the county.

Leroy J. Connell, Jr. (B.S. accounting '73), of Richmond, is controller for the firm of F. Richard Wilton, Jr., and subsidiary companies. Connell is also enrolled in VCU's M.B.A. program.

Virginia Electric and Power Company announced in November the appointment of George R. Dupuy (M.S. business '73) as division personnel administrator in Richmond. He previously served as staff supervisor in Vepco's personnel department in Richmond.

Gerald Thomas Haas (B.S. mathematics '73), of Richmond, is manager of systems and procedures for Robertshaw Controls Company. He expects to complete his part-time study for the M.B.A. degree this summer.

Lynn McClaughry (B.S. psychology '73) serves as a counselor in the Upward Bound program at Dabney S. Lancaster Community College in Clifton Forge, Va.

Robert T. Mendle (M.D. '73) announced in December that he had opened a practice in internal medicine in San Francisco, Calif.

William A. Royall, Jr. (journalism '73) has been named Governor John N. Dalton's special assistant. Royall, who ran Dalton's election campaign, is in charge of coordinating major job appointments, acts as the administration's spokesman, and serves as the liaison with the news media. Royall has served as press secretary to former Republican National Chairman Mary Louise Smith, and as executive director of the Republican Party of Virginia, the Virginia President Ford Committee, and the Dalton Committee, Governor Dalton's campaign organization. The *Washington Post* credited Royall with "spectacular success" in Virginia politics. His grandfather, John Powell Royall, was the Republican candidate for governor in 1937.

David J. Schwemer (M.S.W. '73), executive director of the Northwestern Community Mental Health and Mental Retardation Service Board, has been elected to the board of directors of Grafton School. The school, located in Berryville, Va., serves children with learning, communication, and emotional disorders.

Jim Scott (B.S. business administration '73) is employed by Adult Activity Services, an organization serving developmentally disabled adults in Emporia, Va., and Greensville and Sussex counties. Scott is adult activity unit coordinator.

James B. Vigen (B.A. history '73) was ordained into the ministry on January 8 at Epiphany Lutheran Church in Alexandria, Va. A graduate of the Lutheran Theological Seminary in Columbus, Ohio, Vigen has accepted a call from the Board of World Missions of the American Lutheran Church for service in Madagascar.

J. W. BeVillie (B.M.E. '74) is studying towards a master's degree at Boston University.

Ronald L. DeTemple (M.S. business '74) is employed as an account executive by Merrill, Lynch, Pierce, Fenner & Smith in Newport Beach, Calif. He resides in Westminster, Calif.

Sam Foreman (M.S. rehabilitation counsel-

ing '74) is running a Methodist youth hostel in Kinshasa, Zaire. He writes that he is learning to speak French and Lingala, the local African language. Before going to Africa, Foreman worked in correctional rehabilitation in Alabama.

W. C. Fowlkes (B.S. real estate '74) recently was promoted to assistant mortgage loan officer by Piedmont Trust Bank, Martinsville, Va.

John Warren Jones (B.S. administration of justice and public safety '74) is executive director of the Virginia State Sheriff's Association, which is headquartered in Richmond.

Philip C. Kendall (M.S. psychology '74) completed the requirements for a Ph.D. degree in clinical psychology at VCU in August, 1977.

Roberta M. Sweeny (B.A. English '74) is attending the Graduate Library School of the University of Chicago.

D. Lynn Key Swope (B.S. dental hygiene '74) works as dental hygienist with a group practice in Salem, Va. Her husband, **John D. Swope** (D.D.S. '76), is associated with a group practice in Roanoke, Va. The Swopes reside in Roanoke.

David L. Webb (B.S. distributive education '74), of Roanoke, Va., resigned from his position with Miller & Rhoads last fall in order to open his own delicatessen.

Bartow G. Daniels (B.F.A. crafts '75) received his M.F.A. degree at Syracuse University and is presently an artist-craftsman lecturer at San Diego State University.

Janet Sue Ewing (B.S. business education '75) teaches at Mary Baldwin College in Staunton, Va., where she is also the business management chairperson.

Nancy Quinn Fulton (B.M. sacred music '75) is organist at Biltmore Baptist Church in Richmond.

Central National Bank of Richmond announced in November the election of **David F. Gardner** (M.S. business '75) to assistant vice-president. Gardner, formerly a commercial loan officer, is now responsible for commercial lending for CNB's metropolitan division.

Lynn Tracey Legum (B.S. marketing '75), formerly assistant product manager at National Liberty Marketing, Valley Forge, Pa., is now director of marketing for the Pennsylvania Ballet, Philadelphia, Pa. Prior to attending VCU, Legum was a professional dancer with the Pittsburgh Ballet Theatre.

Paul Schlein (M.D. '75), who is completing his residency training in pediatrics at MCV/VCU, has announced plans to open a pediatrics practice in Mechanicsville, Va., in July.

Cheryl L. Spencer (B.F.A. ceramics '75), now a resident of South Hampton, N.H., has received her M.F.A. degree from Illinois State University, Normal, Ill.

Lorita Ann Berryman (M.H.A. '76) has been named assistant administrator at General Hospital of Virginia Beach, Va.

James Chalkley (B.F.A. crafts '76), a candidate for a Master of Fine Arts degree at New York State College of Ceramics, displayed some of his recent works at Richmond's Slip Craft Gallery during December.

Thornton D. Cline (B.M.E. '76), a graduate student at the Eastman School of Music, has been appointed research assistant to Howard Hanson, Pulitzer Prize-winning American composer and director of the Institute of American Music at the Rochester, N. Y., school. As an assistant, Cline is principal researcher for the Archive Re-Recording Project of the Institute of American Music. The project involves re-recording and cataloging works of American composers which have been performed at the American Music Festival of Eastman since 1934.

The compositions will be re-recorded for Mercury Records and a catalog publication will be released with Cline as editor.

Judy Gaynor (M.S. rehabilitation counseling '76) is community living arrangement project director for PATH (People Acting to Help) in Philadelphia, Pa.

"After teaching at Colonial Beach High School for ten years" writes **Betty Hynson Hall** (M.S. business education '76), "I have now changed positions and am teaching shorthand I and clerk-typist I blocks at Washington and Lee Senior High School in Montross, Va."

Suzanne Harman Hardy (M.Ed. distributive education '76) has been named director of public information for Blue Cross and Blue Shield of Virginia. Hardy, an employee of the company since 1968, is the first woman named to the Richmond plans' executive staff.

Richard S. Niess (B.S. real estate and urban land development '76) is presently employed as a staff appraiser by Henrico County, Va.

Stephen M. Rexrode (B.A. history '76) is currently working as a vocational counselor for adult and juvenile corrections in North Carolina. He resides in Oxford, N.C.

Carolyn Scruggs (B.F.A. communication arts and design '76) is a news photographer for WFBC-TV, Channel 4, in Greenville, S.C.

William H. Sheavly (B.S. recreation '76), formerly assistant district superintendent of the Portsmouth (Va.) Parks and Recreation Department, is now executive coordinator of the Clean Community Commission of Portsmouth. He is also a student at Old Dominion University, where he is studying towards a master's degree in public administration.

James Allen Stevenson (B.S. administration of justice and public safety '76), a lieutenant in the U.S. Army, is working on a master's degree in criminal justice at Troy State University in Montgomery, Ala. He is stationed at Fort Benning, Ga., where he is a platoon leader.

John W. Brown III (B.S. mass communications '77) is employed as an announcer and operator by Centennial Wireless, which owns KADE-AM and KBCO-FM in Boulder, Colo. KADE is the fifth-rated station in the Denver metropolitan area. KBCO has been broadcasting about six months.

Patricia D. Fisher (B.S. administration of justice and public safety '77) has graduated from the U.S. Air Force's aircraft maintenance specialist course. She now maintains, repairs, and services aircraft at Luke Air Force Base in Arizona.

Recent works by **Stephen Fisher** (B.F.A. painting and printmaking '77), a Richmond printmaker, were displayed at the Virginia Museum in December.

Jane Johnson (A.S. legal secretarial '77) was recently employed as a legal secretary by Hunton & Williams, a Richmond law firm.

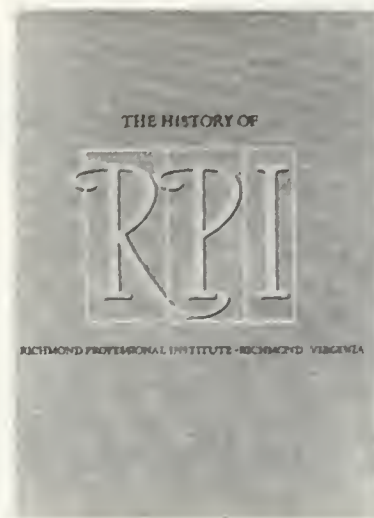
Andrea Cauble Newsome (M.H.A. '77), assistant director of administration at the DeJarnette Center for Human Development in Staunton, Va., has served as acting director since the resignation of the director last October. The State Board of Mental Health and Mental Retardation is to name a new director.

Jack Nathan Shapiro (M.H.A. '77) resides in Orlando, Fla., where he is employed by Lucerne General Hospital as administrative specialist.

C. Frederick Smith (D.D.S. '77) has established a dental practice in Lynchburg, Va.

The Albemarle County (Va.) Board of Supervisors appointed **Earl D. Sudduth, Jr.** (B.S. recreation '77), of Charlottesville, parks and recreation director in November.

The History of RPI



Dr. Henry H. Hibbs has written a personal account of Richmond Professional Institute from its modest beginning in 1917 to its consolidation with the Medical College of Virginia to form Virginia Commonwealth University in 1968. The book, entitled *The History of the Richmond Professional Institute*, is hardbound in an attractive 8" X 11" format, contains 164 pages, and is generously illustrated with photographs and drawings.

The book, priced at \$12.50, has been published by the RPI Foundation and is available exclusively through the Alumni Activities Office.

Alumni Activities Office
Virginia Commonwealth University
Richmond, Virginia 23284

Please make checks payable to
Virginia Commonwealth University
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☐ History of RPI @ \$12.50 postpaid

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1978 ALUMNI TRAVEL PROGRAM

Join VCU alumni and their friends on one of our low-cost tours. **London** is the destination of our tour scheduled for August 14-22. The \$499 price includes: round-trip jet transportation, hotel accommodations, continental breakfast daily, a half-day trip to Windsor Castle, and a city orientation tour. A vacation in **Switzerland** is in the offing for September 19-27. The price of \$499 includes round-trip jet transportation to Zurich, hotel accommodations in Zurich (four nights) and Thun (three nights), two wine-and-cheese parties, continental breakfast daily, and motorcoach transportation between Zurich and Thun

via the Brunig Alpine Pass. Limited space is still available on our two spring tours: **Rome**, April 27-May 5, \$499; and **Athens**, May 28-June 5, \$559 (plus a 15% tax and service charge). All tours depart from Washington's Dulles Airport. The per-person price is based on double occupancy. Low-cost optional tours are available at each destination. For additional information, please contact the Alumni Activities Office, 828 West Franklin Street, Richmond, Virginia 23284, or telephone (804) 770-7125; after April 16, dial (804) 257-1228.





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